

Request for Proposals for
Website Development and Updates
For Baylor College of Medicine



Date Issued: Wednesday, November 13, 2024 9:00 AM CST

Pre-Proposal Conference Date: Wednesday November 20, 2024 11:00 AM, CST

Pre-Proposal Questions Deadline: Friday, November 22, 2024 4:00 PM CST

Solicitation Due Date: Monday, December 16, 2024 4:00 PM, CST

Solicitation Contact Information: Eloise Gonzalez at eloise.gonzalez@bcm.edu or directly at 713-798-5082

SECTION 1: GENERAL INFORMATION

1.1 Organizational Overview

Baylor College of Medicine is a health sciences university that creates knowledge and applies science and discoveries to further education, healthcare, and community service locally and globally.

1.2 Project Summary

Baylor College of Medicine is looking for a firm to undertake two key initiatives:

Develop a New Patient-Facing Website: Create a website to market Baylor Medicine clinical services, ensuring an effortless user experience.

Upgrade the Current bcm.edu Website: Enhance the existing site to improve functionality and user engagement.

1.4 Primary Contact Information

Name	Title	Contact Information	
Primary Contact	Eloise Gonzalez	Eloise.Gonzalez	713-798-5082
<i>Dept. Rep #1</i>	<i>Terry Krailo</i>	Terry.Krailo@bcm.edu	713-798-7972
<i>Dept Rep. #2</i>	<i>Lauren Warren</i>	Lauren.Warren@bcm.edu	713-798-7968

1.5 Solicitation Schedule

Date Issued: Wednesday, November 13, 2024, 9:00 AM CST

Pre-Proposal Conference Date: Wednesday, November 20, 2024 at 11:00 AM CST

Via Microsoft Teams: [Join the meeting now](#)

Meeting ID: 257 139 438 021

Passcode: 6qvQsx

Dial in by phone

[+1 346-230-4757.697607611#](tel:+13462304757697607611) United States, Apollo

[Find a local number](#)

Phone conference ID: 697 607 611#

Pre-Proposal Questions Deadline: Friday, November 22, 2024 at 4:00 PM., CST

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SECTION 2: SCOPE OF SERVICES

2.1 Purpose

Baylor College of Medicine is seeking a firm to create a new patient-facing website to market our Baylor Medicine clinical services and provide an effortless user experience, as well as upgrade our current bcm.edu website.

2.2 Background

This is the current state of our sole bcm.edu website.

- www.BCM.edu
- 4 sections relate to the mission areas: Education, Research, Healthcare, Community
- Current platform: Drupal 10.3
- Current Configuration: Paragraphs
- Approximate active page count: 10,000
- Current Bio's Platform: Signature (BCM Propriety Design)
- Host Provider: Acquia

2.3 Scope of Services

This project/scope of work consists of two elements, as described below.

1. Upgrade current bcm.edu website
 - a. Upgrade BCM.edu to Drupal 11 - Components platform
 - b. Use current design, color pallet, style and information architecture
 - c. Approximate page count: 4500 to convert and migrate
 - d. Provide ADA compliance, including the new 504 web accessibility implications, for both the build and the content
 - e. Include "new" Bio's module possibilities
 - f. Identify more economical hosting service possibilities
 - g. Include state-of-the-art search features that optimize user experience
 - h. Include personalization features
2. Develop new baylormedicine.org patient-facing website
 - a. Establish independent healthcare site as: www.BaylorMedicine.org
 - b. New clean design with the sole purpose of marketing our clinical services. Examples of sites we like below:
 - i. www.memorialhermann.org

- c. Approximate page count: 1500 to convert and migrate
- d. Provide ADA compliance, including the new 504 web accessibility implications, for both the build and the content
- e. Include "new" Bio's module possibilities
- f. Include accompanied hosting with BCM.edu
- g. Include state-of-the-art search features that optimize user experience and personalize the patient journey
- h. Integrate "Find-a-Doctor" search feature operating on the EPIC platform
- i. Include "Make an Appointment" feature
- j. API integration for WebMD (Healthwise Medical Data) – current agreement in place with vendor

SECTION 3: SUBMISSION OF PROPOSAL

3.1 Submission Requirements

Interested candidates should include the following in their proposal:

A. Company information

1. Brief description of the company
2. Examples of previous work
3. Contact information

B. Short narrative of the company's vision for the project.

- a. Project scope
- b. Committed deliverables

C. Outline whether any portions of the project will be outsourced to a third party. If so, provide specifics, as well as our assurances of the outcome(s).

D. Schedule of costs, itemized as much as possible.

E. Provide at least 3 references (including contact information) for other organizations that can speak to the company's work and experience.

F. Advise whether any portion of the project could be done in-house by BCM to help streamline the cost of the proposal. If so, please provide details of the services and related cost savings.

3.2 Instructions for Submission

Please submit responses electronically via email to eloise.gonzalez@bcm.edu by Monday, December 16, 2024 at 4:00 PM., CST.

3.3 Demonstrations will be requested at a later date, if required

3.4 Scoring Criteria

1. Professionalism
2. Completeness of scope
3. Accuracy of scope
4. Price
5. Service and support
6. Timeline

SECTION 4: GENERAL TERMS AND CONDITIONS

Baylor's full terms and conditions can be accessed electronically here:

<https://www.bcm.edu/sites/default/files/2021-04/bcm-vendor-terms-and-conditions.pdf>

4.1 Submission of Proposals:

Respondent shall furnish information required by the solicitation in the form requested. The University reserves the right to reject proposals with incomplete information or which are presented on a different form. All proposals shall be signed, in the appropriate location, by a duly authorized representative of the Respondent's organization. Signature on the proposal certifies that the Respondent has read and fully understands all RFP specifications, plans, and terms and conditions.

By submitting a proposal, the Respondent agrees to provide the specified equipment, supplies and/or services in the RFP, at the prices quoted, pursuant to all requirements and specifications contained therein. Furthermore, the Respondent certifies that: (1) the proposal is genuine and is not made in the interest of or on behalf of any undisclosed person, firm, or corporation, and is not submitted in conformity with any agreement or rules of any group, association, or corporation; (2) the Respondent has not directly or indirectly induced or solicited any other Respondent to submit a false or sham proposal; (3) the Respondent has not solicited or induced any person, firm, or corporation to refrain from responding; (4) the Respondent has not sought by collusion or otherwise to obtain any advantage over any other Respondent or over the University.

Modifications or erasures made before proposal submission must be initialed in ink by the person signing the proposal. Proposals, once submitted, may be modified in writing prior to the exact date and time set for the RFP closing. Any such modifications shall be prepared on company letterhead, signed by a duly authorized representative, and state the new document supersedes or modifies the prior proposal. The modification must be submitted marked "Proposal Modification" and clearly identifying the RFP title, RFP number and closing date and time. Proposals may not be modified after the RFP closing date and time. Telephone and facsimile modifications are not permitted.

Proposals may be withdrawn in writing, on company letterhead, signed by a duly authorized representative and received at the designated location prior to the date and time set for RFP closing. Proposals may be withdrawn in person before the RFP closing upon presentation of proper identification. Proposals may not be withdrawn for a period of sixty (60) days after the scheduled **closing time for the receipt of proposals**.

4.2 Conflict of Interest:

By signing the proposal, the vendor affirms that it and its' officers, members and employees have no actual or potential conflict of interest, beyond the conflicts disclosed in its' proposal. Vendor will not acquire any interest, direct or indirect, that would conflict or compromise in any manner or degree with the performance of its services under this contract. If any potential conflict is later discovered or if one arises, the vendor must disclose it to the Commission/Council promptly.

4.3 Independent Proposal:

A proposal will not be considered for award if the price in the proposal was not arrived at independently, without collusion, consultation, communication, or agreement as to any matter relating to such prices with any other offer or with any competitor. The price quoted in the vendor's proposal will not be subject to any increase and will be considered firm for the life of the contract unless specific provisions have been provided for adjustment in the original contract.

4.4 Rejection of Proposals:

The Director of Procurement reserves the right to accept or reject any or all proposals, in part or in whole, at her discretion. The Director reserves the right to withdraw this RFP at any time for any reason. Submission of, or receipt by, the Director confers no rights upon the vendor nor obligates the Commission/Council in any manner.

4.5 Supplier Diversity:

All agencies of the State of Texas are required to make a good faith effort to assist Historically Underutilized Businesses (HUB) in receiving contract or subcontract awards. The goal of the HUB program is to promote full and equal business opportunity for all businesses in contracting with state agencies. If under the terms of any Contract resulting from this RFP, Respondent subcontracts any of the services then, Respondent must make a good faith effort attempt to utilize HUBs certified through the Statewide HUB Program.

Proposals that fail to comply with the subcontracting requirements contained in this solicitation will constitute a material failure to comply and will be rejected by Baylor College of Medicine (BCM) as **non-responsive**.

Any Subcontracting of the Services by the successful Respondent(s) is subject to review by BCM to ensure compliance with the HUB program requirements. If BCM determines that subcontracting opportunities are probable, then a HUB Subcontracting Plan (HSP) is a required element of the response.

SECTION 5: EXECUTION OF OFFER

PROPOSER MUST COMPLETE, SIGN AND SUBMIT THE FOLLOWING EXECUTION OF OFFER (**SECTION 5** OF THIS RFP) NO LATER THAN THE SUBMITTAL DEADLINE.

5.1 By signature hereon, Proposer represents and warrants the following:

5.1.1 Proposer acknowledges and agrees that (a) this RFP is a solicitation for a proposal and is not a contract or an offer to contract; (b) the submission of a proposal by Proposer in response to this RFP will not create a contract between BCM and Proposer; (c) BCM has made no representation, guarantee or warranty, written or oral, that one or more contracts with BCM will be awarded under this RFP; and (d) Proposer will bear, as its sole risk and responsibility, any cost arising from Proposer's preparation of a response to this RFP.

- 5.1.2 Proposer is a reputable company that is lawfully and regularly engaged in providing the related services.
 - 5.1.3 Proposer has the necessary experience, knowledge, capabilities, skills, and resources to perform under the Agreement.
 - 5.1.4 Proposer is aware of, is fully informed about, and is in full compliance with all applicable federal, state and local laws, rules, regulations and ordinances.
 - 5.1.5 Proposer understands the requirements and Scope of Work (ref. **Section 2** of this RFP) set forth in this RFP.
 - 5.1.6 If selected by BCM, Proposer will not delegate any of its duties or responsibilities under this RFP or the Agreement to any sub-contractor, except as expressly provided in the Agreement.
 - 5.1.7 If selected by BCM, Proposer will maintain any insurance coverage as required by the Agreement during the term thereof.
 - 5.1.8 All statements, information and representations prepared and submitted in response to this RFP are current, complete, true and accurate. Proposer acknowledges that BCM will rely on such statements, information and representations in selecting Preferred Supplier. If selected by BCM, Proposer will notify BCM immediately of any material change in any matters with regard to which Proposer has made a statement or representation or provided information.
- 5.2 By signature hereon, Proposer offers and agrees to comply with all requirements set forth in this RFP.
- 5.3 By signature hereon, Proposer affirms that it has not given or offered to give, nor does Proposer intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor or service to a public servant in connection with its submitted proposal. Failure to sign this Execution of Offer, or signing with a false statement, may void the submitted proposal or any resulting contracts, and Proposer may be removed from all proposal lists at BCM.

5.4 By signature hereon, Proposer certifies that the individual signing this document and the documents made a part of this RFP, is authorized to sign such documents on behalf of Proposer and to bind Proposer under any agreements and other contractual arrangements that may result from the submission of Proposer's proposal.

Submitted and Certified By:

(Proposer's Legal Company Name)

(Signature of Duly Authorized Representative)

(Printed Name/Title)

(Date Signed)

(Proposer's Street Address)

(City, State, Zip Code)

(Telephone Number)

SECTION 6: SUPPLIER DIVERSITY INQUIRY

BUSINESS IDENTIFICATION AND NONDISCRIMINATION

(TO BE SUBMITTED WITH PROPOSAL)

	Yes	No												
Small Business as defined by the US. Small Business Administration (DBE, SBE, HubZone)														
Minority Business Enterprise (MBE) If yes, please indicate the percentage of minorities who own, control, or operate your company:														
<table border="1"> <tr> <td>African American</td> <td>%</td> <td>Asian American</td> <td>%</td> </tr> <tr> <td>Hispanic/Latino</td> <td>%</td> <td>Pacific Islander</td> <td>%</td> </tr> <tr> <td>Native American</td> <td>%</td> <td>Other</td> <td>%</td> </tr> </table>	African American	%	Asian American	%	Hispanic/Latino	%	Pacific Islander	%	Native American	%	Other	%		
African American	%	Asian American	%											
Hispanic/Latino	%	Pacific Islander	%											
Native American	%	Other	%											
WOMAN-OWNED BUSINESS ENTERPRISE (WBE)														
DISABLED VETERAN BUSINESS ENTERPRISE OR VETERAN BUSINESS ENTERPRISE (DVBE, VBE)														
IS YOUR COMPANY CERTIFIED AS ONE OF THE BUSINESS DESIGNATIONS ABOVE? If yes, please give the certifying agency and include a copy of your current certification with your bid response. The 3 rd party certifying agencies recognized and accepted by BCM are included.														
LOCAL SMALL BUSINESS If yes, please indicate in which county your company is located?														

NONDISCRIMINATION POLICIES AND PROCEDURES

	Yes	No
Are you an individual and do not employ anyone? If yes, you do not need to complete the remainder of the questions.		
Does your company have an Equal Employment Opportunity/Affirmative Action statement posted on company bulletin boards?		
Do you notify all recruitment sources in writing of your company's Equal Employment Opportunity/ Affirmative Action employment policy?		
Do your company advertisements contain a written statement that you are an Equal Employment Opportunity/ Affirmative Action employer?		
Do you belong to any unions? If yes, have you notified each union in writing of your commitments to non-discrimination?		
Does your company have a collective bargaining agreement with workers? If yes, do the collective bargaining agreements contain non-discrimination clauses and/or your Equal Employment Opportunity policy covering all workers?		
Does your company, at least annually, maintain a written record of and review the Equal Employment Opportunity policy and Affirmation Action obligations with all employees including those having any responsibility for employment decisions?		
Do you conduct, at least annually, an inventory and evaluation of minority and female personnel for promotional opportunities and encourage these employees to seek, train and prepare for such opportunities?		
Do you conduct, at least annually, a review, of all supervisors' adherence to and performance under the distributors, and Contractor's Equal Employment Opportunity policies and Affirmative Action obligations?		
Is there a person in your company who is responsible for Equal Employment Opportunity? If yes, please give name, phone and email address.		

Please explain any no answers, use additional paper as necessary:

Authorized Representative Signature: _____

Print name and title: _____

DIVERSE SUPPLIER SUBCONTRACTING PLAN
(TO BE SUBMITTED WITH PROPOSAL)

In adherence to BCM's commitment to Supplier Diversity, BCM suppliers must clearly as defined herein demonstrate good faith effort, for Tier II direct goods and/or services to be purchased from Diverse Business Enterprises certified by one or more of the 3rd party certification agencies recognized by BCM. Such spend with Diverse Business Enterprises will be monitored. In connection with such monitoring Contracted BCM Suppliers will be required to report to BCM monthly, in a manner in BCM's sole discretion, all direct spend with Certified Diverse Business Enterprises. The Supplier Diversity Goal for this Solicitation is 20% of the total contract value.

Description of goods/services provided under this primary agreement (include name of project if applicable):

Who will be responsible for coordinating your company's Diverse Supplier subcontracting activities during the period of this contract?

Name / Title:	Company:
Address:	Phone:
Email address:	Fax:

State the total dollar value planned to be subcontracted associated with this BCM agreement:

Please list all of Third Party Certified Diverse Suppliers you have identified that will serve as Direct Tier 2 Subcontractors associated with this project and projected spend amounts with each company:

Distributor name	Address	Contact	Phone	Email address	Certification type	Business classification (Product/service)	Direct projected spend (\$)	Direct projected spend (%)

Submitted by (print name and title): _____

Authorized representative signature: _____

Date: _____

CERTIFICATION OF EFFORTS
(TO BE SUBMITTED WITH PROPOSAL) - SUPPLIER DIVERSITY

Distributor: _____

Solicitation Name: _____

Solicitation Number: _____

I certify that the following efforts were made to achieve Certified Diverse Supplier participation.

- a) Provided written notices to certified diverse business enterprises who have the capability to perform the work of the contract or to provide the service Yes No
- b) Direct mailing, electronic mailing, facsimile or telephone requests Yes No
- c) Provided interested certified diverse business enterprises with adequate information about plans, requirements and specifications of the contract in a timely manner to assist them in responding to a solicitation Yes No
- d) Allowed certified diverse business enterprises the opportunity to review specifications and all other solicitation related items at no charge, and allowed sufficient time for review prior to the bid deadline Yes No
- e) Acted in good faith with interested certified diverse business enterprises, and did not reject certified diverse business enterprises as unqualified or unacceptable without sound reasons based on a thorough investigation of their capabilities Yes No
- f) Did not impose unrealistic conditions of performance on certified diverse business enterprises seeking subcontracting opportunities Yes No
- g) Additionally, I contacted the referenced certified diverse business enterprises and requested a bid.

The responses I received were as follows:

Name/address of certified diverse business enterprises	Type of work and contract items, supplies & services to be performed	Response	Reason for not accepting bid

If additional space is needed, this form may be duplicated

If applicable, please complete the following:

I hereby certify that certified diverse business enterprises were "Unavailable" or "Unqualified" to submit bids to provide goods and services for this Solicitation response. I further certify that efforts have been made to establish "Joint Ventures", and said entities were also unavailable at this time.

Reasons for the unavailability or being determined unqualified:

Submitted by (name and title): _____

Authorized representative signature: _____

Date: _____

END OF DOCUMENT