



# King's Daughters

## Written Questions and Answers Web Development Services

RFP KD-0171-25

Closing Date: 11/26/24

Today's Date: 11/14/24

No.	Question	Answer
1	It was unclear during the pre-proposal conference if the team has a preference to continue using the Scorpion CMS or if the team is looking for alternative solutions. Can you clarify?	We are open to either option.
2	Can you share insight into pain points related to the current CMS?	Would like to be able have patients request an appointment directly from a provider's page/tighter integration with MyChart. Location feature is ok but could be more robust. Needs to be mobile-first.
3	Can you share insight into the site's current traffic levels (i.e. Average monthly page views)?	31,000+ visitors monthly. Page views about 50,000 monthly. Average time on site: 2 min., 15 sec.
4	Can you share insight into the site's current bandwidth usage in the existing environment?	We do not have any information for this.
5	How many users would require training on a new CMS?	6

6	If a new CMS is implemented should vendors assume that all existing content will be migrated?	Yes
7	Can you expand on the desired integration with MyChart?	Make an appointment through MyChart from a provider's bio page and from service line pages.
8	Are you looking for ongoing support and maintenance services?	Yes. Our IST team is not involved in our website. The Integrated Communications team runs it.
9	Are there any internal or third-party systems or databases currently integrated with the website? If so, can you provide details on these integrations?	Nothing now, but we just started a project with NRC Health to add star ratings for our providers. Projected to go live January/February 2025.
10	During the pre-proposal conference it was mentioned that the online gift shop would primarily be used to allow staff to purchase t-shirts. Are there any other use cases for the online gift shop?	The ultimate goal is to have an on-line store.
11	How many items would be sold in the giftshop?	Up to 20 items, but this is an estimate.
12	Is provider profile information managed in the CMS or in an internal system that is integrated into the site?	It is managed in the CMS.
13	The current site has "send an e-card" functionality. This is not mentioned in the RFP. Is this functionality required for the new site?	Yes
14	HIPPA compliance was not mentioned in the RFP but was mentioned on the preproposal conference. Can provide a full list of any compliance requirements?	We do not track any data on our site currently. We would like to begin using Matomo for HIPPA-compliant data tracking.
15	Functional Area 2 in the RFP is listed as custom web application development. Can you elaborate on the custom applications that are in scope of the RFP?	Online physician directory; calendar function with sign-ups; cross-connect physicians/providers with locations
16	Has a budget or budget range been identified for this project? If so, will that information be shared with vendors?	We cannot share this information.

17	Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?	We are open to all submissions in the U.S. and Canada.
18	Would you need any copywriting or content migration services?	No copywriting needed. We may need migration assistance.
19	Would you need any original or stock videography or photography?	No.
20	Would you require hosting, dns or ssl services?	Yes. We do not host our public website internally.
21	Is there a CMS that you have a preference for over the other?	No. We have just used one, but are open to others.
22	What CMS platform do you use currently?	Scorpion
23	How much content do you currently have on your website?	Providers, locations, descriptions of services, a few forms. Some events are managed from the site, but not all.
24	It appears you are currently utilizing a platform from Scorpion. Do you intend to remain on this platform or are you open to other solutions? If you are open to different platforms, are there platforms you prefer? Are you open to a SAAS CMS platform?	All offers will be considered.
25	Do you anticipate the integration of MyChart to function the way it does on your current website?	We like this and more. The ability to request an appointment/schedule on the provider's page the description of the service should be central to the site.
26	Will existing content be migrated to the new design? Will new content be created? How much of the Blog content would you look to be migrating to the new website? Are there Landing pages or other pages not linked to the Site Map?	The majority of our site should be migrated over. We would prefer not to lose any data. There are pages not linked to the map. When we get to migration, we will be sure to include those.

27	Is there any additional new functionality that is anticipated?	Greater MyChart integration is key for us, and is a mobile-first site. Any other suggestions/innovations will be welcome.
28	What is the anticipated functionality, inventory management, etc. for the Gift Shop. How many SKUs do you anticipate for the Gift Shop.	The ultimate goal is to have an online store. I would estimate around 100.
29	Please provide more detail on the requirements of the Events Manager.	If someone outside our web team (our CPR training coordinator) can add/delete/change basic events, that would be optimal. Date, time, location, Is there a charge, contact Info.
30	Please provide more detail regarding the desired functionality of the Interactive Campus Map	If possible, we would like to have a map to show our patients the best ways to move around our growing campus. Something we can update as needed. However, this is not a must-have and could be done by a third party later on.
31	Do you anticipate translating the website into other languages internally or using a translation service?	If we could have an accurate Spanish translation (i.e., not just Google) that would be welcome. It's a big want, but it is not mandatory.
32	What challenge/s is the Medical Center facing with the current website/CMS technology? Would you want to modernize the website on the existing CMS or are you open to recommendations for migration to other more robust solutions?	We like our site but also would like for it to be more current, flexible for updates, and a strong mobile-first presence. We are open to all CMS options.
33	How long has the current website been in maintenance mode, and who is responsible for administering it?	Our current site is used daily, but not updated as much as it could be. The provider and locations lists are maintained daily/weekly.
34	What is the current website traffic, including unique visitors, page views, and peak usage times?	A little more than 30,000 visits monthly. Page views 53.3K. Average visit is 2:21.

35	Can you provide the number of pages the website has? Are there any sub-sites/ sub-domains that we need to consider along with the main website?	Currently, all sub-pages are on the main site. We do not have the number of pages.
36	Can you provide a complete list of third-party integrations?	Right now, there aren't any. In early 2025, though, we are bringing NRC physician star ratings online.
37	Will there be a requirement for payment gateways?	No requirement here. There may be one for the Gift Shop, though.
38	Are there any specific requirements for the website's search functionality, such as filtering, indexing, or integration with external data sources?	No
39	What would be the anticipated volume of content that needs to be migrated from the existing to the new modernized website? We assume all content to be provided by the Medical Center. Please confirm.	The current site, which we have archived.
40	Is there an existing archive of content that needs to be migrated to the new system? How will archived content be handled in the new CMS?	Yes. We presume we will have to enter the information ourselves but are open to services to help!
41	Is there a requirement for archiving old content, and if so, what is the preferred method for doing so?	There is not a requirement but we would definitely be interested.
42	Is there an existing issue tracking system in place, such as JIRA or Bugherd?	No.
43	How many staff members are anticipated to require training, and what is their current level of proficiency with website management tools?	6 or 7. We all work on the site currently.
44	Will there be different levels of training for technical and non-technical staff?	This is not anticipated.
45	Can you provide the brand guidelines for the website to be modernized?	Yes. We have a one-page style guidelines that should help.

46	How often do you do plugin upgrades?	We have not done this.
47	For SEO, we typically use two products: Yoast and Rank Math. Do you have any preferences?	No preference.
48	Are there specific security standards or certifications that the website must meet (e.g., SOC2, NIST)?	We need to be HIPAA compliant. A third-party service like Matomo is preferred.
49	Are there specific performance benchmarks or scalability requirements that the CMS must meet, such as load times or concurrent user support?	No
50	What are the requirements for analytics and reporting? Are there specific metrics or KPIs that need to be tracked and reported?	Must be HIPAA compliant. Site visits, bounce rate; time on site; page views (most popular pages); How the visitor arrived
51	What specific security measures are required to protect sensitive data and ensure the integrity of the website?	No patient data will ever be on the site; industry standard security recommendations are welcome.
52	Are there any incumbent vendors participating in this RFP?	That is unknown at this time. All offers will be considered.
53	What are the underlying business reasons for this initiative and what are the desired business outcomes?	Would like a new, more modern site with better MyChart integration; mobile-first design.
54	Is video production part of the scope, or just serving videos provided within the platform? If the former, please provide more detail on the scope of video production.	Serving videos only
55	Please clarify "events manager" requirements. Calendar display? Ability to add/edit/delete events? Recurring events? Online registration and payments?	Yes to all of these.
56	Please clarify "microsites within the main site." Will the microsites require a unique design? Will they have a navigation different from the main site? Are	Sites with enough content to function independently. Health Foundation. Weight Loss program. They have their

	there authoring permission requirements for microsites? How many microsites do you anticipate on the platform?	own URLs but still are part of the main site. 2
57	Will the incumbent vendor be invited to and considered in this RFP process?	The RFP is posted publicly for anyone who wants to participate.
58	Please describe any security requirements for this initiative (PCI, PII, HIPAA, FedRAMP, ISO-27001, SOC2).	HIPAA
59	Please provide Google Analytics monthly Page View metrics for the last 12 months.	We turned off all analytics in Spring 2023 because of PHI concerns. We would like to add Matomo to the new site.
60	13. Will the application be subject to regular application-level monitoring and/or security scans? If so, at what frequency? Daily? Weekly? Monthly? Quarterly? Annually?	No
61	Are you currently using a CDN and/or WAF? Is CDN and WAF required for this project? Any specific CDN/WAF requirements?	No and no.
62	Do you have any specific VPC or VPN requirements for the solution?	No
63	How will maintenance of the new website be handled? By your internal development team or are you interested in an ongoing maintenance program?	Internal team with occasional questions/requests for the vendor
64	What are your primary goals of this engagement?	A mobile-first site that gives our patients easy to find, fast loading information and tools, including MyChart integration
65	What requirements / needs are not being met by your current vendor?	Mobile experience is lacking. We are limited in the updates we can make.
66	Are there any specific challenges or limitations with your current website that you are hoping to resolve?	Mobile experience is lacking. We are limited in the updates we can make.

67	Are there any specific user journeys or tasks that need specific focus?	No. We are open to suggestions, though.
68	Are there specific objectives or KPIs you'll be using to measure success of this engagement?	New site. Demonstrably faster loading times. Improved ability to update information locally.
69	Who are the primary decision makers? Is the overarching UK HealthCare system involved in the process or is this process just through the UK King's Daughters team?	The Integrated Communications Team at UK King's Daughters. There are nine of us.
70	When did you last refresh or redesign your website?	2020, and because of the pandemic it was rushed.