

Telehealth Alliance of Oregon
Website Design and Development
Bidders' Conference Notes and Q&A
May 7, 2010

Participants:

Brian Gilday, Aha Consulting
Julie Bonaduce, alcheme creative
R. Scotty Auble Code Conduit
David Hand, Data Center West
Rami Kassab, Typethink
Casey Hopkin, Typethink

John Irwin, Telehealth Alliance of Oregon
Cathy Britain, Telehealth Alliance of Oregon

About TAO:

In formal existence since 2002 as non-profit
Been together since early '90s
Not an infrastructure building group
Work to educate about and advocate for telehealth and removing
barriers to the use of telehealth
Work together for common good

Why are we offering an RFP?

- Have not done well in past to create a vehicle for people seeking help in telehealth to find the needed resources
- Want to move away from traditional webmaster run website to one that does not require specialized skills to manage and allows for more than one person management
- Want to create a website with a more modern, up-to-date look and that functions more efficiently

What are telehealth and telemedicine?

Telemedicine refers to the use of telecommunications technology to deliver clinical services
Telehealth refers to the use of telecommunications technology to deliver healthcare services such as education. Telemedicine is a subset of telehealth

The RFP

- want to distribute responsibility for updating content on website

- Existing website uses old version of FrontPage. Desire to move into OpenSource environment. Selected Joomla and Drupal as desired platforms

- Goals

1. update website look and feel
2. secured updating of content by one or more person
3. increase interest and awareness of telehealth
4. grow the TAO organization with website as anchor tenant
5. maximize investment

- Requirements

1. Joomla or Drupal platform
2. Navigable
3. Flat hierarchy
4. Interesting eye-catching design
5. Flexibility in adding content - no knowledge of html needed
6. Fairly standard functions and features
7. Scalable, easily created templates
8. Content will be provided by TAO according to established standards
9. Calendars, and event notices will be important
10. Have not yet chosen hosting location suggestions are welcomed.

Question: Does TAO want the organization that designs and develops RFP to host and maintain it?

TAO will be issuing a separate RFP for hosting. We would welcome your suggestions as to who should receive the RFP. We anticipate the relationship with the designer/developer to be long term and will rely on them for periodic maintenance and updating.

11. Want a good set of web analytics

Q&A

1. Scotty - What is the timeline for completion of the project?
Cathy - We don't have a firm deadline. We do have a large Telehealth Summit coming up in November and would like to time the completion of the website to coordinate with that creating a "rebirth" of TAO so to speak. Therefore we are looking at the first part of September. The website needs to be substantively complete before the launch. We want to be flexible as needed

2. Brian - Do we have a specific workflow in mind with regard to adding content and content approval? What prompted you to add that requirement?

John - Using prior experience. We want flexibility so that we may or may not require prior approval for content. This is to insure that we are consistent in applying our guidelines for posting and to ensure that we do not send mixed messages. We want to have the security in place so that when someone is ready to post content that an administrator is notified for approval. However, we want the flexibility to waive that if it becomes unnecessary.

3. Brian - Can you give us some idea of who will be posting content to the website? Roles? User types?

John - Only TAO board members or staff

David - Assuming that by using Joomla and Drupal, therefore there won't be funding for custom coding.

Brian - Even without custom coding there are a variety of solutions for setting up workflow.

4. David - Assuming an SSL key (free certificate) is alright, that TAO does not want to purchase a certified custom key.

John - Wants of levels of security with password authentication.

David - Not security logging into website rather security for approval of postings

John - Need to separate approved member login (member intranet) from posting and approving content

5. Brian - Have you shared a budget figure with folks?

John - We have deliberately withheld that because we want to evaluate developers' best estimate for services. We would rather see what developers say it will cost. Have built in request for basic website costs as well as specific add-ons.

6. Brian - re requirements for on-line payment/registration options. What are minimum requirements?

John - Right now people send us a check. Could be part of the base system. Could be optional - secondary phase. Looking for what makes sense. Only payments that we currently have are membership dues and annual meeting events. Want to keep thing simple and flexible so linking out to a PayPal type service would be an acceptable starting place.

7. Brian - Does TAO have a listserv? Or newsletter program like Constant Contact?

John - We are currently using a listserv service offered by the Oregon State Library sponsored by a State Senator - very

large listserv. Want to move forward to targeted listservs so we may be looking at an alternate program.

Rami - TAO will probably need an ATI programming interface - the state library probably does not have an ATI.

John - Correct. A potential subscriber needs to contact Cathy or they can request a subscription at the listserv address, but that requires Cathy's approval as well.

8. Brian - How many people are currently on the listserv?

Cathy - approximate 168.

9. Brian - regarding the add-on option for membership intranet, how large is the membership and how many users would be involved?

Cathy - Right now we have over thirty members - most of them organizational which extrapolates to a larger number of users. Have not limited number of people from organizations that can participate. We may have to limit the number of members from an organization when we begin to use a private member intranet.

John - We have also talked about a private section for board and staff.

Rami - Will that site be primarily for operations? Internal communications?

John - we used to call them intranets

Rami - are you interested in setting up an internal blog?

John - blog would be interesting. Might be something for the future. Today we can go out a link to a free blog application. We could potential have a number of blogs for different groups/uses.

Rami - Drupal has free blogging plug-ins.

10. Rami - re staff and membership intranets - what kinds of information would be distributed through those portals?

John - Minutes, internal discussion, draft documents.

11. Scotty - re accessibility requirements - what is driving that? Government funding? To provide accessibility features to users? Can you also distinguish between accessibility on the front end vs the back end?

John - The first reason is common decency, second we are in anticipation of receiving federal funds. DOJ may be ramping up enforcement again and may apply to publicly available websites.

Brian - at Drupal conference. An entire group is focusing on accessibility. Presentation and discussion on Drupal user website.

John - site must be readily used through readers.

Scotty - main concern with bringing it up - meeting requirements with any platform is going to be challenging and not yet fully available. To meet standards fully will be cost prohibitive. What are top priorities?

John - Would like developers to tell us what they can do in the proposal with out a lot of added cost. What can be done now and what can be added on down the road as more becomes available on the platforms.

12. Brian - with respect to mobile device requirement - what are TAO's expectations? Do we have a requirement for a separate mobile theme that is going to work across all cell phones.

John - Today his Blackberry allows him to bring up all websites because he is using the IE7 standard. Not looking for a separate add on.

13. Julie - re specific interface design - does TAO have other documentation available that will help with internet design and to incorporate brand into the website? Also will there need to be a branding update needed?

Cathy: Have barely scratched the surface with regard to branding. Had a custom design done. (Julie determined font is Trebuchet MS and color is #336666.) Designers basically have a blank slate. TAO is invested in logo but help is needed for additional branding.

14. Brian - re videos - do we have any videos today that we want posted on site?

John - we have photos and couple of video clips that if we would like to post if we have the ability to do so.

Scotty - are we planning to host videos on our site or link to other video sites?

John - we would want to take advantage of other video sites or post beginning shots on TAO site with links to video site.

Rami - can actually imbed videos on site. Suggested TAO use other video sites in order to avoid a lot of extra cost and it lessens bandwidth load on our site. It would also enhance and expand presence.

John - TAO would like to take as much advantage of services offered through free sites as possible. With YouTube for example TAO can imbed url on its site.

Rami - sites are creating niche solutions that do one thing very well.

15. Scotty - re evaluation - will it include need to submit a design, as that is a service that is usually paid for.

Cathy - the design portion of the evaluation will be based on the sites you have previously completed for others and for which you have offered the URLs to the evaluation team

Cathy - if potential respondents have additional questions, please send to her and she will see that they get posted and answers. This Q&A along with any additional questions will be posted on the TAO website Monday or Tuesday.