



**PROCUREMENT AND SUPPLY
COMMONWEALTH HEALTHCARE CORPORATION
REQUEST FOR PROPOSAL (RFP)**



RFP25-CHCC/PHS-010

**PROFESSIONAL SERVICES
ENHANCEMENT OF CNMI PUBLIC HEALTH'S ONLINE PRESENCE: WEBSITE
CONTENT AND SOCIAL MEDIA ADVANCEMENT**

SUBMISSION DEADLINE: MARCH 14, 2025 TIME: 10:00AM (CHST)

INTERESTED PARTIES CAN DOWNLOAD THIS REQUEST FOR PROPOSAL FROM THE CHCC WEBSITE [WWW.CHCC.HEALTH]. ONCE AT THE SITE, NAVIGATE TOWARDS THE BOTTOM AND SELECT THE **REQUEST FOR PROPOSALS** TAB. CLICK ON THE URL FOR THIS RFP/ITB.

THE CHCC RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSAL AND TO WAIVE ANY IMPERFECTIONS IN ANY PROPOSAL, IF TO DO SO SHALL BE IN THE INTEREST OF THE CHCC. ALL PROPOSALS SHALL BECOME THE EXCLUSIVE PROPERTY OF THE COMMONWEALTH HEALTHCARE CORPORATION.

/S/ ESTHER L. MUNA
CHCC CHIEF EXECUTIVE OFFICER

/S/ CORA P. ADA
DIRECTOR OF PROCUREMENT & SUPPLY



Commonwealth Healthcare Corporation
Commonwealth of the Northern Mariana Islands
1178 Hinemlu' Street, Garapan, Saipan, MP 96950



REQUEST FOR PROPOSAL (RFP)

RFP25-CHCC/PHS-010

PROFESSIONAL SERVICES

ENHANCEMENT OF CNMI PUBLIC HEALTH'S ONLINE PRESENCE: WEBSITE CONTENT AND SOCIAL MEDIA ADVANCEMENT

I. BACKGROUND INFORMATION

The CNMI (Commonwealth of the Northern Mariana Islands) Commonwealth Healthcare Corporation Division of Public Health Services seeks professional services to develop or enhance its online presence. This includes the creation or updating content to enable a streamlined, user-friendly website and the advancement of the Public Health's social media presence to improve engagement, communication, and overall effectiveness in public health outreach and education.

The selected contractor will collaborate with the CNMI Public Health team and the CHCC Health Information Technology (HIT) department to assess the existing public health content on the CHCC website, develop modern solutions to improve the content, and implement them to ensure improved accessibility, usability, and information dissemination to the public.

Objective

- To develop/design content for a user-friendly, accessible, and responsive website that aligns with CNMI Public Health's mission and goals.
- To enhance and expand CNMI Public Health's social media presence, ensuring engagement with diverse community groups and stakeholders.
- To ensure all platforms reflect the current needs, functionality, and aesthetics to engage with residents, stakeholders, and other external audiences.

II. NATURE OF WORK

During the agreement period, the prospective contractor is expected to work with CHCC staff. The prospective contractor is expected to deliver the goods/services in an efficient, trustworthy, and professional manner. The prospective contractor must have experience to qualify for the award of the contract and must be able to show proof that it has the credentials the scope of work required as specified in Section VI of this RFP.

III. LOCATION OF WORK

**Commonwealth Healthcare Corporation
1178 Hinemlu St Garapan Saipan**

IV. DETAILED SCOPE OF WORK

A. Website Development and Enhancement

1. Assessment & Planning:

- Conduct an initial assessment of the existing CNMI Public Health website (if applicable).
- Collaborate with stakeholders to identify key features and functionalities needed to support Public Health's mission.
- Define user personas and key goals for the website (e.g., information dissemination, resource access, emergency alerts, public inquiries).

2. Design and User Experience (UX):

- Develop wireframes, prototypes, and design concepts to improve the website's user experience.
- Ensure the website design is clean, modern, intuitive, and mobile-responsive.
- Optimize the website for accessibility, including compliance with WCAG (Web Content Accessibility Guidelines).

3. Content Management System (CMS):

- Develop or integrate a CMS to enable easy content updates (e.g., news, events, alerts, publications).
- Train Public Health staff on CMS usage for content management.

4. Functionality Development:

- Develop features such as an event calendar, newsletter signup, search functions, contact forms, and live chat (if needed).
- Implement multilingual capabilities to cater to diverse populations in CNMI (e.g., English, Chamorro, Carolinian).
- Integration of emergency alert systems and COVID-19 related data (if applicable).

5. Testing and Quality Assurance (QA):

- Conduct thorough testing on all functionalities across different browsers and devices.
- Ensure compliance with cybersecurity best practices to protect sensitive health information.
- Address any feedback from stakeholders and perform revisions.

6. Launch and Support:

- Launch the updated website with a full public communication strategy to inform stakeholders and the general public.
- Provide post-launch support and maintenance for 6 months to ensure smooth operation.

B. Social Media Strategy and Enhancement

1. Assessment & Strategy Development:

- Review current CNMI Public Health social media platforms and assess existing engagement levels.
- Develop a comprehensive social media strategy, defining goals, target audiences, key messages, and metrics for success.
- Develop content calendars, ensuring content diversity and consistency across platforms (Facebook, Instagram, Twitter, etc.).

2. Content Creation and Management:

- Provide content creation services, including graphic design, videos, infographics, and health awareness materials.
- Develop messaging for public health campaigns (e.g., COVID-19, vaccination drives, disease prevention).
- Manage posting schedules, ensuring timely dissemination of health alerts, events, and critical information.

3. Engagement & Community Building:

- Establish best practices for interacting with the community and responding to inquiries or comments.
- Create strategies for growing the Public Health's social media audience while fostering a positive and engaging online environment.

4. Analytics & Reporting:

- Use tools like Google Analytics, Facebook Insights, and Twitter Analytics to measure the effectiveness of social media campaigns.
- Provide monthly performance reports, including reach, engagement, and recommendations for optimization.

5. Training and Capacity Building:

- Train Public Health staff in managing and maintaining social media accounts, including using analytics tools and crafting effective health communication messages.

C. Ongoing Monitoring, Maintenance, and Evaluation

1. Website Maintenance:

- Provide technical support, updates, and security patches for the website for a specified duration (e.g., 12 months).
- Ensure continuous improvement of the website through periodic feedback collection from users and stakeholders.

2. Social Media Monitoring:

- Provide social media monitoring services to ensure all platforms remain active, respond to emerging issues or questions, and identify opportunities for new engagement strategies.

3. Continuous Improvement:

- Offer periodic reviews of both the website and social media performance, adjusting strategies based on changing health communication needs and audience engagement patterns.

4. Deliverables

1. Website:

- Fully functional, modernized, and mobile-responsive CNMI Public Health website.
- A CMS platform for easy content management.
- Documentation of website features, including user guides for content updates.

2. Social Media Enhancement:

- A comprehensive social media strategy document.
- Content calendar and post templates.
- Monthly performance reports with recommendations.
- Training materials for Public Health staff on social media management.

3. Post-launch Reports:

- Detailed reports on the website's performance, user engagement, and security metrics after launch.
- Social media performance evaluations, with suggested improvements and growth strategies.

5. Project Timeline

The project is expected to take approximately 4 to 6 months for completion, with specific milestones outlined as follows:

- **Month 1:** Initial assessment, strategy development, and project planning.
- **Month 2-3:** Design and development of the website, social media strategy development, content creation.
- **Month 4:** Website testing, social media content rollout, and public engagement.
- **Month 5-6:** Launch of the website and full social media integration, staff training, post-launch support.

This scope of work is a guideline for the expected outcomes and deliverables for the CNMI CHCC's Division of Public Health website and social media enhancement project. The selected vendor will be expected to meet the requirements, and updates to the work plan may be made as necessary based on the project's specific needs.

V. INFORMATION AND FORMAT REQUIRED IN THE PROPOSAL

All proposals must be submitted to Procurement & Supply Office and must include all items listed below. Incomplete proposals may not be considered.

1. Brief history and description of the company (including the date the company was founded and date of operation)
2. Statement of company's capabilities and experience and qualifications
3. Detailed Project Plan and timeline
4. Examples of similar projects completed (including references)
5. Proposed fee for the scope of work (refer to Section IV) and payment schedule
Provide a detailed cost breakdown for each phase of the project, including web development, social media strategy implementation, content creation, and post-launch support.
6. Portfolio of previous website designs and social medial campaigns
7. The name of the authorized personnel to negotiate the proposal and contract (should also be the contact personnel.
8. Copy of current business license valid in the CNMI, 50 United States, or other US territories and W-9
9. Other information that may be helpful to the evaluation team

CHCC reserves the right to request for additional information or documents that it may consider necessary and relevant to aide in evaluating a proposal.

VI. GENERAL AND ADMINISTRATIVE INFORMATION

a. Posting of Proposal

Interested parties can download this *Request for Proposal (RFP)* from the CHCC website [www.chcc.health]. Once at the site, navigate to **Request For Proposals (RFPs)** tab on the bottom navigation bar/ Click on the URL for this RFP (RFP25-CHCC/PHS-009). You will be required to enter data to allow us to track all requests for this opportunity.

b. General Provision

Until the selection process is completed, the content of this proposal will be held in strictest confidence and no details of any proposal will be discussed outside the Evaluation Team created by the Corporation. This RFP does not constitute an offer and does not obligate the Corporation in any way. The Corporation reserves the right to reject any or all proposals for any reason and waive any defect in said proposals, negotiate with any qualified offers, or cancel in part or its entirety of this RFP, if it is in the best interest of the Corporation.

CHCC will enter a contract(s) with the successful service vendor(s) pursuant to the terms of the standard government independent contract. Additional terms and conditions will be attached as exhibits to the standard independent contract.

c. Place, Date, and Time of Submission

Please email your proposals and all supporting documents to Corazon P. Ada, Director, CHCC Division of Procurement and Supply, at procurement@chcc.health, no later than **10:00AM March 14, 2025 Chamorro Standard Time (CHST)**.

Proposers may opt to submit (3) hard copies in addition to the original proposal (4 in total) to the CHCC Division of Procurement and Supply, Main Office Garapan Saipan.

Please note submission instructions:

- All submissions must include the RFP/ITB # and Project Title in the email subject.
- All documents must be submitted in Adobe PDF Format.
- All pages of your proposal must include the RFP/ITB # and Project Title in the header, plus page number in the footer.

Failure to follow these instructions will be considered unresponsive and your proposal will not be included for technical evaluation.

d. Cost of Preparation

All costs incurred by the vendor in preparing a response to this RFP and subsequent inquiries shall be borne by the vendor. All proposals and accompanying documentation will become property of CHCC and will not be returned. The Commonwealth Healthcare Corporation reserves the right to reject any or all bids for any reason and to waive any defects said in bid, if in its sole opinion, to do so would be in the best interest of CHCC.

d. Questions, clarifications, or inquiries

All questions or requests for clarification must be made in writing through email until close of business **March 10th, 2025**. No oral comment, response, answer, or direction from other CHCC Personnel is binding unless also furnished in writing to all prospective bidders by the CHCC's Procurement Director in the form of an amendment to the RFP.

Email all inquiries to:

- Cora P. Ada
Director, Procurement & Supply
Email: cora.ada@chcc.health
Tel No. 670-234-8950 ext. 3561

And/or

- Heather Pangelinan
Director of Public Health Services
Email: heather.pangelinan@chcc.health
Tel No. (670) 234-8950 ext. 2003

VII. EVALUATION CRITERIA

Proposals shall be evaluated and selection made based on evaluation factors set forth below:

a. Technical Criteria

Award will be made to the proposer whose proposal is most advantageous to the Corporation considering the evaluation factors set forth below.

1. **25% Quality and Completeness** of the proposed approach and methodology.
2. **25% Experience and Qualifications** of the applicant and project team.
3. **25% Cost Effectiveness** of the proposed budget.
4. **25% Ability to meet deadlines** and demonstrate experience with similar projects

b. Cost Criteria

Price is also a factor for consideration and price will be evaluated in comparison with the overall merit of the proposals. Technical merit is more important than price and the Corporation reserves the right to award the contract other than the lowest priced proposal. As proposals become more equal in technical merit, the importance of price will increase.

IX. SELECTION PROCESS

Proposals submitted will be evaluated and selection will be made based on the evaluation criteria mentioned in Section VII. Upon selection, the successful Contractor will be advised to negotiate their fees with CHCC. Should the negotiation fail to result in an agreement, CHCC reserves the right to cancel the negotiation and select the next Proposer, which in CHCC's opinion, is the most qualified proposer and based upon the Evaluation Results. If the negotiation is not agreed to with any of the responsible Proposers, the RFP will be cancelled and re-advertised pursuant to §140-80.1-210 Competitive Sealed Proposals.

Approved By:  Date: 2/7/25
↑ Esther L. Muna, PhD, FACHE, MHA
Chief Executive Officer

Approved By:  Date: 2/10/25
Cora Ada
Director of Procurement & Supply