



# **INDIANA HEALTH CARE ASSOCIATION**

## **REQUEST FOR PROPOSALS WEBSITE REDESIGN PROJECT**

## **Indiana Health Care Association Overview**

The Indiana Health Care Association / Indiana Center for Assisted Living (IHCA/INCAL) is Indiana's largest trade association and advocate representing proprietary, not-for-profit and hospital-based skilled nursing, assisted living communities and Independent Living. IHCA/INCAL's more than 350-member facilities care for more than 25,000 of Indiana's geriatric and developmentally disabled citizens, the majority of whom are low-income Medicaid recipients.

IHCA/INCAL offers membership to facilities and Associate Members, or companies that provide valuable products and services to long-term care providers. Among other services, IHCA/INCAL connects its associate members with Indiana's largest group of long-term care buyers.

## **Scope of Services**

IHCA/INCAL is interested in updating the overall design and architecture of IHCA/INCAL.org to deliver a seamless and more dynamic user experience to our audiences, with the overall goal of increasing member engagement and strengthening IHCA/INCAL's brand awareness. The website was last refreshed in 2009.

## **Our Current Website**

The current website, [www.ihca.org](http://www.ihca.org), was designed using a custom-built CRM. The current site design and architecture was conceptualized in 2009 and was upgraded for mobile responsiveness in 2016.

The site serves as an information hub for IHCA/INCAL, features an events calendar and supports a members-only section which has been created by integrating the CRM with Weblink, our Association Management Software. This integration offers the capability to restrict content access to members and host members-only toolkits and other resources. Weblink also hosts all of the event registration and payment functionality for all association-driven events.

### → **Key functions of the IHCA/INCAL website:**

- Information hub for high-quality resources developed to educate and inspire our key publics.
  - Education, training, workforce development resources for members
  - Registration and payment for education and training events
  - Latest information on issues that can impact our members (e.g. regulatory changes at CMS)
  - Advocacy priorities and issue briefs

### → **Website Goals:**

- Generate brand awareness for IHCA/INCAL, increase audience engagement of both members and prospects to impact conversions
- Drive registrations for IHCA/INCAL hosted events like annual Spring Conference and Convention & Expo and other educational offerings via training and webinars
- Provide far better access to content, including members-only restricted content
- Demonstrate thought leadership
- Digital advocacy and mobilization

## **Current Website Limitations**

- Outdated design and layout limitations
  - More than one-third of the homepage is static and does not use full-width graphics/video to engage users

- Limits our ability to spotlight upcoming events and IHCA/INCAL priorities and communicate a clear call to action to our users
- Site architecture and navigation is complex
  - Opportunity to simplify and align navigation to reflect our strategic priorities as well as highlight/deliver member benefits online
- Members-only portal lacks design and is not very robust
- Does not offer single sign-on functionality for members. Member login process is overly complicated and confusing.

## **Website Users**

There are several audiences we target with our website content.

- IHCA/INCAL member facilities/companies
  - Corporate leadership and facility administrative, clinical and support staff at nursing facilities and assisted living communities across Indiana
- IHCA/INCAL associate members (Businesses and Vendors who wish to do business with our facility members)
- Industry influencers: Legislators, regulators, business leaders, media etc.
- Residents and families
- Prospective candidates interested in a career in long-term care

## **Functionality Requirements**

- New content management system, preferably WordPress, that is secure and manageable
- Website design and development of new media – essentially graphics
  - Mobile responsive
  - Intuitive navigation
  - Functional upgrades like image and video slider on homepage to enable visual storytelling via videos and photos.
  - Capability to spotlight sponsored content as a revenue generation tool
  - Enhanced aesthetics and visual appeal
  - Effective calls to action
  - Visual hierarchy
- \*Content strategy to guide improved quality of content development
- Login/password protected area for members with seamless integration with Weblink or other AMS through API
- Robust members-only portal
- Event calendar integration with Weblink’s events registration module.
- SEO strategy and set up to improve search ranking
- Lead generation strategy for audience growth
  - Landing page capability with a set of templates optimized for conversion
  - Integration of social feeds to cross-promote content and increase message reach etc.
- Back-end automation for content tagging to reduce staff time investment
- Migration of current content to new site

\*NOTE: Copywriting will be managed in-house, however we welcome recommendations on crafting and tagging copy to maximize SEO.

### **Other Considerations**

- Microsite templates for IHCA/INCAL annual events like Convention & Expo.

### **Integrations/Technology Requirements**

[Weblink](#) serves as our AMS and supports the following functions:

- Fully integrates with our accounting software
- Event registration system
- Membership database
  - Hosts our members-only login credentials
  - Hosts our public facing membership directory

Note: The above listed integrations are critical components of a new website. Any changes to these can significantly impact staff workflow.

Weblink Resources:

[Weblink third-party implementation guide](#)

[Weblink third-party integration checklist](#)

### **Project Team**

[Deeksha Kapoor](#)

Director of Communications

[Emily Berger](#)

Director of Member Services and Workforce Development

[Zach Cattell](#)

President

### **Budget**

\$20,000

### **Proposal requirements**

- Description and background of your agency
- Description and background of products and services offered
- Details about team members' area of expertise, particularly in working with Weblink
- Experience in website development with links to website projects led by your agency

- Three client references
- Outline of design and development strategy
- Proposed website development timeline from kickoff to launch
- Any key differentiators about you
- Pricing
- Website maintenance package beyond WordPress hosting
- Terms and conditions

### **RFP Timeline**

RFP release: August 30, 2018

Proposals due: September 14, 2018

Timeline: Our current web hosting and CMS contract expires in December. Ideally, we'd like to launch the website by December 31, 2018 however we realize that project commitments by preferred developer may require flexibility at our end. Please include a tentative timeline for completion of this project.

### **Send proposals to:**

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