Request for Proposal (RFP): BHBIA Website Rebuild

1. Introduction

The British Healthcare Business Intelligence Association (BHBIA) is seeking proposals from experienced digital agencies or suppliers for the rebuild of its primary website. The website plays a key role in our operations, providing paid-for events, training modules, and member services. This RFP outlines the strategic direction, functional scope, and technical requirements to guide potential suppliers in developing a proposal.

This is a greenfield rebuild, not a remediation of the current system. Suppliers are encouraged to seek clarifications through a formal Q&A stage prior to final proposal submission.

2. Background

BHBIA is a not-for-profit membership association supporting professionals working in UK healthcare business intelligence. Our digital platform is essential for delivering services including event booking, online training, member management, and communication.

Following a detailed technical audit and requirements workshop, BHBIA has committed to a full rebuild of the platform using modern, secure, scalable technologies. The new solution must improve performance, usability, administrative efficiency, and security while enabling future growth.

3. Project Objectives

The main goals of this rebuild are to:
- Improve the user experience for members and visitors.
- Streamline administrative workflows and reduce manual tasks.
- Ensure compliance with modern security and data protection standards.
- Enhance payment handling and integration with Stripe and accounting software.
- Provide a scalable infrastructure and future-proof technical architecture.
- Include a clear migration path for critical historical data.

4. Supplier Response Requirements

Suppliers must provide the following in their proposal:
1. Company Overview & Relevant Experience
2. Project Team & Roles
3. Proposed Technical Architecture
4. Approach to UX, Development, Testing, Deployment
5. Data Migration Plan
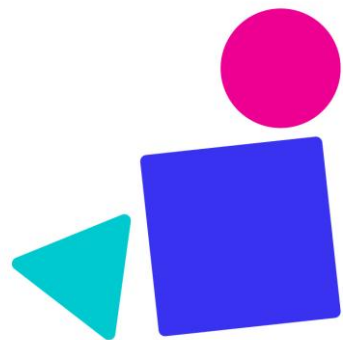
6. Hosting Strategy & Recommendations
7. Security & Compliance Measures
8. Ongoing Support & Maintenance Options
9. Costs and Payment Milestones
10. Project Timeline
11. Assumptions & Required Inputs from BHBIA
12. Questions for Clarification (prior to proposal)

Suppliers are *strongly encouraged* to submit a list of clarifying questions before submitting a full proposal. This ensures alignment on scope, assumptions, and technical direction.

5. Key Deliverables

- A new website platform including:
  - Structured CMS for content types: Pages, Resources, News etc.
  - Events and Training Integration, whether through the CMS or third-party tool
  - Event & training booking with integrated payments (via Stripe).
  - Member and organisation management tools.
  - Marketing integration with an e-mail marketing platform.
  - Flexible and secure reporting capabilities.
- User interface optimised for mobile and accessibility (WCAG 2.1 compliant).
- Complete data migration (members, training, events, payments, etc.)
- Hosting setup and CI/CD pipeline, including rollback support.
- Documentation and knowledge transfer for internal admin use.
- Penetration test and launch readiness review.
- Support during a post-launch "hypercare" phase.

6. Functional Requirements Overview

A. UX & Design

Dedicated UX phase with clearly defined user journeys for:
- Membership sign-up and renewal
- Event discovery and booking
- Online training
- User dashboards and account management

B. Content & Admin

- Structured CMS templates (not free form) to improve consistency.
- Tiered admin roles and permissions.
- Bulk actions for common workflows (e.g. uploading training modules).
- Reusable document and image asset management.

C. Reporting

- Custom and pre-defined report templates
- Multi-table reporting capabilities
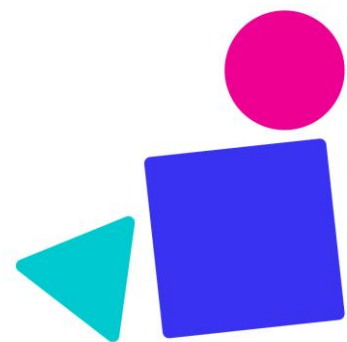
- Export options (CSV)
- Automated report scheduling (optional)

D. Payments

- Integration with Stripe for invoicing, subscriptions, reminders
- User access to invoices and payment history
- Export integration with Sage

E. User Management

- Easy onboarding and organisation account linking
- Historical activity logs for training and event participation
- GDPR-compliant user preference and consent tracking

F. Security

- OWASP-aligned practices, MFA for admin access
- Secure API design with input validation
- Static asset protection on private pages
- Pre-launch penetration testing

G. Marketing

- E-mail marketing platform integration (full access, not admin-limited)
- Segmented marketing preferences and subscription types
- Unsubscribe management by category

7. Technical Requirements

Based on the audit, the recommended direction includes:
- **Modern CMS** (e.g., WordPress, Contentful, headless optional)
- **Frontend**: React, Vue or other recognised technology
- **Authentication**: External provider preferred (e.g., Auth0, Azure ADB2C)
- **Payments**: Stripe
- **Hosting**: Managed or self-hosted cloud (with supplier recommendation)
- **Deployment**: CI/CD with rollback capability
- **Admin**: Separate subdomain (e.g., admin.bhbia.org.uk)

8. Data Migration

The following must be retained and migrated:
- Member data and profiles
- Historical purchases and payment records
- Event registrations and training completions
- Archived documents and relevant content

A staging environment should be used for testing migration scripts and validating data integrity before go-live.
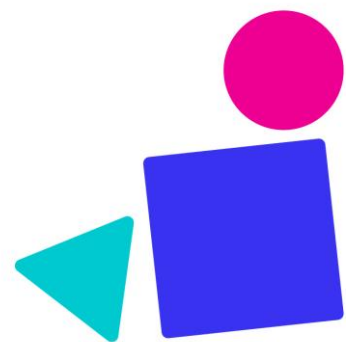
9. Hosting and Infrastructure

Suppliers should recommend an appropriate hosting setup that balances:
- Auto-scaling capabilities
- Cost effectiveness
- Performance and uptime
- Direct ownership/control by BHBIA

CI/CD pipelines, staging environments, and monitoring tools should be included.

10. Budget and Timeframe

Suppliers must provide a detailed cost breakdown including:
- Discovery/UX
- Development
- Data migration
- Testing
- Go-live support
- Maintenance & hosting
- Optional items clearly marked (e.g., LMS platform, campaign tooling)

The aim is for launch *after membership recertification season* to avoid peak usage overlap.

11. RFP Timeline

Stage	Date
RFP Issued	02/06/25
Deadline for Supplier Questions and confirmation that the vendor intends to submit a proposal	1pm – 04/06/25
BHBIA Response to Questions	06/06/25
Proposal Submission Deadline	1pm – 13/06/25
Shortlist Interviews	23 - 24/06/25
Submission of any proposal amendments	27/06/25
Final cost negotiations with preferred vendor(s)	w/c 30/06/25
Final Supplier Selection	17/07/25
Project Kick-off	28/07/25

12. Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of BHBIA needs and context
- Quality of proposed architecture and UX approach
- Experience and track record
- Clarity of proposal and assumptions
- Project plan and support model
- Value for money

13. Submission Instructions

Please submit proposals to:

Tina Clayton – admin@bhbia.org.uk
by **1pm on 13/06/25**