



## .Org Digital Content Management RFP

UT Southwestern Medical Center is seeking Contractor(s) that can perform the following services on a need by need basis. • Content coordination, planning, and development • Blog article development (

<b>Open</b>	7/24/2024 12:00 AM CDT	Type	Request for Proposal
<b>Close</b>	8/22/2024 5:00 PM CDT	Number	FY2024-RFP-H-00121
		Currency	US Dollar



**Sealed Until** 8/22/2024 5:00 PM CDT

### Contacts

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### Commodity Codes

Commodity Code	Description
80101508	Business intelligence consulting services
80171600	Publicity and marketing support services

## Description

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UT Southwestern is an academic medical center, world renowned for its research, regarded among the best in the country for medical education and for clinical and scientific training, and nationally recognized for the quality of clinical care.

UT Southwestern, with an operating budget over \$4.1 billion and a workforce of nearly 23,000, was named one of the 10 best large employers in the United States in 2022 and among the top 5 health care employers in 2022, according to America's Best Employers 2022 list compiled by Forbes and Statista. The University ranked No. 3 in the nation on Forbes' list of America's Best Employers For New Graduates, placing it in the top 1%, and highest among academic medical centers.

UT Southwestern Health System includes the No. 1 ranked hospital in the Dallas-Fort Worth region – the nation's fourth-largest metropolitan area – whose faculty and residents provide care to more than 117,000 hospitalized patients, almost 360,000 emergency room cases, and oversee approximately 3 million outpatient visits annually at institutions including two of the top 100 largest hospitals in the U.S. UT Southwestern faculty physicians offer patient care at UT Southwestern University Hospitals & Clinics, Parkland Health & Hospital System, Children's Medical Center, Scottish Rite for Children, VA North Texas Health Care System, and other affiliated hospitals and community clinics. UT Southwestern faculty physicians and health care professionals provide approximately \$106.8 million in uncompensated clinical services annually. UT Southwestern also is part of Southwestern Health Resources, a clinically integrated network with roughly 6,000 physicians and advanced practice providers, 29 hospital locations, and more than 650 outpatient locations and clinics across Texas.

The Medical Center has four degree-granting institutions: UT Southwestern Medical School, UT Southwestern Graduate School of Biomedical Sciences, UT Southwestern School of Health Professions, and UT Southwestern Peter O'Donnell Jr. School of Public Health. Collectively, the schools train nearly 3,700 medical, graduate, and health profession students, residents, and postdoctoral fellows each year, and include some of the nation's and state's largest residency programs and the largest public GME program in Texas. In 2022, UT Southwestern Medical School ranked among the top 25 for research and in the top 20 (#16) for primary care, according to *U.S. News & World Report's* 2022-23 Best Graduate Schools rankings. Training facilities include one of the largest medical training simulation centers in the United States and 20 core facilities labs that utilize state-of-the-art equipment and provide the support services necessary to help scientists effectively and efficiently conduct research.

Ongoing support from federal agencies, such as the National Institutes of Health, along with foundations, individuals, and corporations, provides almost \$554.4 million per year to fund faculty research. UT Southwestern is ranked the No. 1 institution globally among *Nature* Index healthcare institutions in 2022 for publishing high-quality scientific research and ranked globally among the top 25 life sciences institutions and among the top 25 academic institutions in Life Sciences in the U.S., North America, and globally. UT Southwestern has been recognized by *The Scientist* as among the best places to work for postdocs.

UTSW faculty includes four active Nobel Laureates, 25 members of the National Academy of Sciences, 16 members of the National Academy of Medicine, and 14 HHMI Investigators.

UT Southwestern's campus covers more than 15 million square feet including more than 1 million square feet of state-of-the-art research space. Facilities include 20 endowed centers with investigations ranging from genetics and regenerative science to neurodegeneration and depression; the Harold C. Simmons Comprehensive Cancer Center, one of just 53 National Cancer Institute-designated comprehensive centers in the nation; the Peter O'Donnell Jr. Brain Institute and designated as a Neuroscience Clinical Trials Center Network of Excellence; one of 12 NIH Nutrition Obesity Research Centers in the nation – and the only one in Texas; one of 30 research sites in the U.S. participating in the National Human Genome Research Institute's Impact of Genomic Variation on Function (IGVF) Consortium; one of 31 Rare Disease Center of Excellence (charter member) in the nation; and is one of 12 Howard Hughes Medical Institute principal laboratories nationwide.

UT Southwestern is committed to being at the frontiers of science through its faculty and activities in basic, translational, and clinical research; to promoting clinical transformation through a dedication to excellence and innovation in patient care; and to educating and training future physicians, scientists, and allied health care professionals in programs that optimally prepare them for the changing landscape in scientific research and health care delivery. In its mission, priorities, and programs, UT Southwestern represents the future of medicine, today.

#### **Background and Special Circumstances Group Purchase Authority**

Texas law authorizes institutions of higher education (defined by [§61.003, \*Education Code\*](#)) to use the group purchasing procurement method (ref. §§[51.9335](#), [73.115](#), and [74.008](#), *Education Code*). Additional Texas institutions of higher education may therefore elect to enter into a contract with the successful Proposer under this RFP. In particular, Proposer should note that University is part of The University of Texas System (**UT System**), which is comprised of fourteen institutions described at <http://www.utsystem.edu/institutions>. UT System institutions routinely evaluate whether a contract resulting from a procurement conducted by one of the institutions might be suitable for use by another, and if so, this RFP could give rise to additional purchase volumes. As a result, in submitting its proposal, Proposer should consider proposing a pricing model and other commercial terms that take into account the higher volumes and other expanded opportunities that could result from the eventual inclusion of other institutions in the purchase contemplated by this RFP. Any purchases made by other institutions based on this RFP will be the sole responsibility of those institutions.

## Prerequisites

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**Group 1: General Information**

**Instructions:**

- 1.1 I certify and acknowledge that the Supplier Registration portion of my profile is complete. Registration status must show Complete. ★
- 1.2 Supplier acknowledges that he/she will complete all responses as requested below. Incomplete responses or response types that reference "NA" or "see attached" will result in automatic disqualification. ★
- 1.3 Please provide the Primary Contact's information for this Request for Proposal (name, email, phone). ★
- 1.4 Download and complete the Execution of Offer. ★
- 1.5 Download and complete the HUB Subcontracting Plan whether subcontracting or not. ★
- 1.6 For any questions regarding the HSP form please contact HUB@UTSouthwestern.edu
- 1.7 Download and complete the Proposer's General Questionnaire. ★
- 1.8 Does your company have an active contract through an approved UT System accredited Group Purchasing Organization ( DIR, TX BuyBoard, Vizient)? ★  
Please download and review the TX-RAMP certification guidance. If your proposal includes an application or service that meets the requirements for TX-RAMP certification, upload a copy of your current certification or upload verification that you have submitted a request for TX-RAMP assessment. Failure to address this requirement will result in disqualification from the RFP. ★
- 1.9 TX RAMP is not required If your product is hosted by Amazon AWS, Microsoft Azure, or Google Cloud. ★
- 1.10 Please upload your complete proposal and additional documents, if applicable. ★
- 1.11 Attached is UT Southwestern's Standard Master Services Agreement that will govern the awarded contract. Please indicate acceptance of these terms or provide redlines to the agreement and upload ★
- 1.12 Provide a brief profile of your company and a description of your products and services. ★
- 1.13 Provide a brief overview of related current or past healthcare experience. Have you worked with UTSW previously? If so, please detail your tenure and types of projects completed. ★
- 1.14 Describe service approach to UTSW's projects, content marketing, SEO, analytics/reporting, and user engagement. ★
- 1.15 Describe in detail the role/responsibilities of the team you would place on the UT Southwestern account. ★
- 1.16 Discuss specifically how the account management process would function. Will you provide a dedicated Relationship Manager? What type of interaction would we expect with this manager (on-going or project based), and /or their team, on a daily, monthly, and quarterly basis? ★
- 1.17 Describe your flexibility to add or change services and how quickly you can react to changing business objectives. ★
- 1.18 Describe your flexibility to scale up or down your resources to react to UTSW's shifting projects and changing business objectives. ★
- 1.19 Describe your approach to taking content and adjusting it to match a variety of audiences (.edu, .org, annual report, news release, MedBlog, etc.) ★  
Describe your print and creative (visual design) services you could provide for any of these same content projects:  
A. Annual Report  
B. MedBlogs  
C. Magazines/Newsletters  
D. ORG or EDU pages  
E. News/Press Releases
- 1.20 What escalation procedures would be followed if issues arise? ★
- 1.21 Please describe your plan for usability testing and customer feedback, if pro. ★
- 1.22 Please explain your invoicing process in detail as well as the breakdown of all fees. ★
- 1.23 Please provide examples of previous work. ★

**Group 2: Pricing and Delivery**

**Instructions:**

2.1

Download and complete the Pricing and Delivery Schedule.



## Product Line Items

★ Product Line Items

1

#	Item Name, Commodity Code, Description	Allow Alternates	Qty.	UOM	Requested Delivery
P1	Total Proposal Cost	★	1	EA - Each	

## Service Line Items

★ Service Line Items

1

#	Item Name, Commodity Code, Description	Allow Alternates	Qty.	UOM	Requested Service Delivery
S1	Total Service Cost	★	1		