

# Request for Proposals

**Improvement, Development and Management of Design and Content  
of current Methadone Maintenance Treatment Website  
([www.dieutrimmt.vn](http://www.dieutrimmt.vn)) in 2 years to promote website usage and online  
learning**

**Proposals must be submitted by April 21<sup>st</sup> 2014**

**In fairness to all agencies, no extension will be granted under any circumstances  
Late proposals will be rejected**

**For further information regarding this RFP**

**Please contact:**

FHI 360 Vietnam

Attention: My Ha, Strategic Communication, Technical Officer

[nmyha@fhi360.org](mailto:nmyha@fhi360.org)

## Request For Proposals

### **Improvement, Development and Management of Design and Content of current Methadone Maintenance Treatment Website ([www.dieutrimmt.vn](http://www.dieutrimmt.vn)) in 2 years to promote website usage and online learning**

#### **1. General Information on the Request For Proposals**

The Methadone Maintenance Treatment (MMT) Program, implemented by FHI 360 Vietnam and its partners with funding from USAID, issues this request for services of a professional agency to improve, develop and manage the design and content of the current MMT website ([www.dieutrimmt.vn](http://www.dieutrimmt.vn)) to promote website usage among general public (drug users and their families) and MMT practitioners.

##### **1.1. Reference**

Title of the project: Improvement, development and management of design and content of current Methadone Maintenance Treatment Website ([www.dieutrimmt.vn](http://www.dieutrimmt.vn)) in 2 years to promote website usage and online learning.

This RFP is issued on Monday April 7<sup>th</sup>, 2014 by USAID SMART TA under the Methadone program.

##### **1.2. Definitions and Abbreviations**

The following definition and abbreviations are used throughout the request for proposal:

- **Contractor** means an agency awarded the contract
- **HIV** refers to the Human Immunodeficiency Virus
- **MMT** refers to Methadone Treatment
- **RFP** refers to Request For Proposals
- **USAID** refers to the United States Agency for International Development

##### **1.3. Incurring Costs**

All costs directly or indirectly related to preparation of a response to this RFP, or in any oral presentation required to supplement and/or clarify the RFP, or during the negotiations between the selected agencies and FHI 360 for the development of the contract, shall be the sole responsibility of, and shall be borne by, responding agencies. Any materials delivered by the agencies will be returned upon request.

#### 1.4. Confidentiality and Reproduction

This document has been prepared by FHI 360 in connection to the bidding process for the development and the implementation of the task. It may be not used for any other purposes, reproduced (in whole or in part), quoted, nor passed on to any other agency or individual without a specific written permission of FHI 360.

## 2. Background and Rationale

Methadone Maintenance Treatment (MMT) has been implemented in Vietnam with first 5 clinics since 2008. Over the last 5 years the MMT program has shown **significant achievements in terms of public health** (opiates addiction treatment, HIV transmission control in key population of injecting drug users towards community); and **social stabilization** (criminal reduction, better community integration for heroin users regarding improved relationship and employment in their daily life). Having witnessed the clear effectiveness of this treatment method, Deputy Prime Minister Nguyen Xuan Phuc has set a target of 80,000 MMT patients by 2015. To date, there are 78 MMT clinics in Vietnam spanning 29 provinces with over 15,000 patients.

The MMT forum went online in February 2011. The forum provides ready access to Ministry of Health guidelines and approved training materials as well as technical reprints from the research literature, news items, video clips, and diverse clinical protocols. The Forum, besides its roles as a place for information sharing, will also act as a tool for networking among MMT practitioners in the country. In its early and incomplete form, the website produced 47,542 page-views in the first year of operations.

In November 2012, the MMT Forum adopted a more user-friendly interface, highlighting its virtual library. A technical problem is that most of the world's literature on opioid substitution treatments is in English, and obtaining reprint permission and completing technical translation is time-consuming. In this startup phase FHI 360 will emphasize Vietnamese translations of abstracts over entire journal article contents. We believe that active management of addiction-related news items and video clips is an essential feature to bring viewers back to the website, since a basic library format is not likely to generate much repeat traffic.

As a technical assistance partner, FHI 360 with funding from USAID/PEPFAR seeks to improve the current website and well promote it to become a formal source of information, knowledge and experiences about MMT for drug users & their families and formal source of technical knowledge and experiences exchange for MMT practitioners.

More details of the task are outlined below. FHI 360 is now looking for an outsourced experienced agency to work as partner with us in this task.

### 3. Agency Creative Brief

#### 3.1. Objectives

- Improve the design of website interface and structure of the current website
- Develop and manage content of the website in 2 years (May 2014 – Sep 2016)
- Promote the usage of website (both the MMT website and the online learning page) among general public (drug users and their family) and MMT clinicians in two phases: (1) immediate promotion with the current website (2) promotion plan for the newly renovated site

#### 3.2. Audience

1. General public (Drug users/their family members)
2. MMT professionals

#### 3.3. Communication Objectives

In particular, the website should be able to attract more viewers both general public (drug users & their family) and MMT professions (MMT clinicians). The website should enable drug users and their families to access information on MMT such as list of MMT clinics, eligible criteria to join MMT, etc. They will be able to post questions and get responses in a timely fashion.

The website should also be a place where health workers, MMT clinicians can access updated information and knowledge about MMT. MMT clinicians should be able to interact and share experiences with each other through the technical forum. The website will enable MMT clinician to access and receive training and use available training tools (video clip, training materials, etc) for their daily job.

The website should:

- Contain comprehensive, reliable, up-to-date and well – organized information on MMT
- Be engaging and interactive
- Have clear, creative and friendly interface which reflect the key theme of MMT – professional, informative yet friendly.
- Fast and efficient browsing
- Easy to manage and maintain
- Safe and secure
- Compatible with mobile devices and different screen resolution
- Effective cost and be sustainable

The desired behaviour of target audiences:

#### General public/ Drug users & their families

- **KNOW** - that MMT website provide needed information about different aspects of MMT
- **BELIEVE** that MMT website is the formal, reliable source of information on MMT that they can look for in need
- **BEHAVE** – access MMT website whenever they need any information about MMT and refer the website as a reliable source to others.

## MMT professions

- **KNOW** that MMT website is a reliable and update resources on MMT information and technical knowledge.
- **BELIEVE** that MMT website is regularly updated information resources for MMT professions.
- **BEHAVE** – access MMT website regularly to have update on technical and scientific information, to have social interaction and join discussion/ forum with other fellows

### **3.4. Obstacles**

- Limited habit of MMT clinicians to go to online resource for update.
- Speed of the network

### **3.5. Tone and mood of the website**

The website should be professional, informative to ensure the credibility while remain friendly and welcoming.

The key theme throughout the website would be “**Methadone – The Way out for Drug users, Hopes for their Families and Security for the Community**”

### **3.6. Communication Channels**

The proposal should mention plan on how to promote the website to target audience through different means of communication.

### **3.7. Creative Considerations**

In the website, it is important that:

- We avoid any images that negatively portray drug users
- We include USAID, VAAC logos when appropriate

## **4.Task Timeline and Budget**

The task will be executed over the period of two and a half year.

The overall budget for the task will not exceed \$70,000 USD, which will cover all activities listed in the Scope of work attached (design, production, and management) of task components, as well as all fees and agency commissions.

It is anticipated that the website will be officially re-launched no later than **June 2014**.

## **6. Preparing Proposals**

Agencies are required first to submit in English (A) a technical proposal, and (B) a cost estimation proposal. Instructions for each proposal are provided below. Please follow the sequence of the topics as indicated in the instructions.

### **6.1. Technical Proposal**

The technical proposal for this RFP consists of 3 parts (not exceeding 20 pages, excluding organizational chart and resumes):

Part 1: Agency Experience and Capabilities

1. Describe your agency and why it is qualified to undertake this project. Include prior experience (especially on developing and managing website), size and history of organization, etc. Provide a list (if not included in Expression of Interest) of significant projects accomplished in the past two years, including project names, brief description of the project and work performed, name, address and telephone number of clients.
2. Evidence that your agency is able to work with government, non-government and community groups through participatory, non-discriminatory and non-stigmatizing approaches.

Part 2: Staff Qualifications and Management Approach

1. Present the organization chart and elaborate on project management for this project.
2. Provide resumes describing the educational background and work experiences for each of the key staff (particularly the Account Manager and Creative Director) who will work on this project.
3. Indicate the percentage of their time that will be devoted to this project.

Part 3: Strategic Approach and Plan for Content Development and Management

1. Describe the agency’s understanding of the problems of the website to be addressed, the objectives of the task and the strategic approach recommended by the agency. The strategic approach should reflect the goals outlined in the agency brief and should address how the various components of the strategy will be used/linked in order to achieve the communications objectives. It is not necessary to include creative concepts or materials in this proposal.
2. Propose a recommended plan and schedule for all recommended activities and contents for the website over the contract period.
3. Please include your recommendations on the materials/activities in the “Communication Channels” section of the Agency Brief that would best utilize the budget to promote the website in order to meet communications objectives.
4. Identify any anticipated complications which may arise in the implementation of the task how to address and resolve such complications.

**6.2. Cost Proposal**

Agencies are requested to provide a cost proposal for this project with a detailed budget not exceeding \$70,000 USD.

The template for the cost proposal is as follows:

Budget Category	Amount (USD)
<b>Salaries</b> <ul style="list-style-type: none"> <li>• Staff 1 – Title – Level of Effort</li> <li>• Staff 2 – Title – Level of Effort</li> <li>• Etc</li> </ul>	
Total Salary Costs	
<b>Fringe Benefits</b> <ul style="list-style-type: none"> <li>• Type of benefit/amount</li> </ul>	

Total Fringe Benefit Costs	
<b>Consultants/Endorsements</b>	
• Description/amount	
Total Consultant or Endorsement Costs	
<b>Travel</b>	
• Description/amount	
Total Transportation Costs	
<b>Other Direct Costs</b>	
• Materials production costs (description/amount)	
• Other campaign costs (description/amount)	
Total Other Direct Costs	
Indirect Costs (if applicable)	
Fee (if applicable)	
<b>Total Budget</b>	

## 7. Proposal Submission Requirements

Each agency must submit an original plus three (3) unbound copies and one (1) CD-ROM of their proposal.

Proposals must be physically received at FHI 360 by **5:00 pm on April 21<sup>st</sup> 2014** (see address below). Proposals not physically received by the stated time will not be accepted. In fairness to all agencies, no extension will be granted under any circumstances.

**Proposal for  
Development and Management of MMT Website  
  
Family Health International (FHI 360)  
7th floor, Hanoi Tourist Building, 18 Ly Thuong Kiet street  
Hanoi, Vietnam**

Only short-listed candidates will be contacted. Proposals with accompanying documentation will not be returned to unsuccessful candidates.

## 8. Presentation

Notification of the short-listed agencies is anticipated to be made immediately by **April 24<sup>th</sup> 2014**. The short listed companies will be at that time requested to prepare a 30-minute oral presentation (using Power Point) of their proposal (technical and cost proposals). **This presentation should not be submitted with the proposal mentioned above.** However, this presentation should be ready for the final selection process that should happen shortly after short list candidates are announced. FHI 360 will make every reasonable attempt to schedule each presentation at a time that is agreeable to the agency. Failure of an agency to conduct a presentation on the date scheduled may result in rejection of the agency's proposal.

## 9. Selection Criteria and Scoring

Evaluation of the proposals through the oral presentation will be conducted by the Review and Selection Committee. The proposals and the oral presentation will be scored against the below criteria. The scoring will be tabulated and the proposals will be ranked based on the numerical scores received.

Criteria	Value of Criteria
<b>1. Technical Proposal</b>	
• Agency's Experience and Capabilities	10
• Proposed Staff Qualifications and Management Approach	15
• Strategic Approach	30
• Content Development and Management Plan	30
<b>2. Cost Proposal</b>	25
<b>3. Oral Presentation</b>	20
Total	130

The Committee will make a final selection to award the contract based on the proposal score and the reasonableness of the cost.

## 10. Award Process

Notification of final selection is anticipated to be made before **May 5<sup>th</sup> 2014**. FHI 360 reserves the right to make final decisions, and its decision is final.

After the final selection has been made, FHI 360 will work with the selected agency to develop a phased contract under which the agency will implement the project. The selected agency is expected to commence work once the contract is signed.

The selected agency may be required to undergo a pre-award review prior to signing the contract. The purposes of the pre-award review are 1) to determine if the agency can manage and account for the amount of funds awarded, 2) to determine if the agency can comply with terms and conditions of an agreement with FHI 360, and 3) to inform the agency on accounting record expectations and requirements.

## 11. Right to Reject Proposals and Negotiate Contract Terms

FHI 360 reserves the right to reject any and all proposals and to negotiate the terms of the contract, including the award amount, with the selected agency prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring agency, FHI 360 may negotiate a contract with the next highest scoring agency.

FHI 360 creates no obligation, expressed or implied, by issuing this RFP or by receipt of any responses submitted. The mutual obligations and responsibilities of FHI 360 and the successful agency will be recorded in a contract to be written later. FHI 360 is under no obligation to contract with any agency should negotiations regarding contractual terms be unsuccessful.



## **12. Clarification and Further Inquiry Regarding the RFP**

Any questions concerning this RFP must be submitted in writing to: [nmyha@fhi360.org](mailto:nmyha@fhi360.org)

Any questions must be received by **April 11<sup>th</sup> 2014** allow answers to be circulated to all potential contractors.

### **IMPORTANT DATES:**

Proposal submission: April 21<sup>st</sup> 2014

Short listed candidates notification: April 24<sup>th</sup> 2014

Presentations from shortlisted candidates: May 25<sup>th</sup> – 29<sup>th</sup>, 2014

Final selection made: May 5<sup>th</sup> 2014

Pre-campaign preparation and contract processing: May 6<sup>th</sup> – 20<sup>th</sup> 2014

Start working: May 21<sup>st</sup> 2014

New website re-launched: June 30<sup>th</sup> 2014

Monitor content and report: July 2014 – Sept 2016 (should have approved plan and report every quarter)