



Canadian Society for Transfusion Medicine

Website Design, Transfer and Hosting
Request for Proposal

RFP Posted: March 3, 2025

Questions from vendors due by: March 18, 5pm EST

CSTM will provide clarifications or Addendums by: March 24, 12pm EST

Responses Due: March 31, 2025, 5pm EST

Canadian companies will be considered

Overview

This request for proposal (RFP) is for website development, content transfer and the ongoing hosting of the transfusion.ca website and functionality for Canadian Society for Transfusion Medicine (CSTM).

Proposals received by the response deadline will be evaluated against established criteria. Following evaluation, the selection process may include vendor interviews, vendor presentations and/or review and follow up with provided references.

CSTM will respond to questions from interested vendors received by 5pm EST on March 23, 2025. CSTM may issue clarification or addendums to this RFP by 8am EST March 26, 2025 and will distribute this information to the points of contact for any received proposals.

Please refer to Appendix A for a full list of applicable terms and conditions.

By submitting a proposal, you agree that you have read, understood and agree to information in full in this document.

Canadian Society for Transfusion Medicine Overview

The Canadian Society for Transfusion Medicine is an inter-professional non-profit organization that promotes excellence in transfusion medicine for Canadians. CSTM was incorporated under its first set of bylaws in 1989, and promotes safe transfusion practice through guidance, standards, education and annual conference activities.

The CSTM is governed by a volunteer board of directors and supported by various volunteer committee members from across the country to provide exceptional transfusion medicine resources and education to its members and the professional community. Ongoing management and maintenance of the current website is supported by a dedicated part-time webmaster.



Our Audience

The primary website audience is our society membership. They tend to be professional women ages 25-50. They work in healthcare with complex scientific theory and patient situations. The membership engages with CSTM across a range of mediums and online activity.

Note: there are professionals in this demographic who are not yet members that CSTM provides value and education to, and would wish to continue to engage.

The secondary audience includes corporate partners and transfusion medicine industry sponsors. They may seek to drive engagement to their sites and products through the website, and create a valuable connection with CSTM's audience.

The tertiary audience is people from across the globe who are seeking information, guidance and knowledge. While not the focus of our content, this group may include future partners and sponsors.

The target audience does not include the general public or healthcare recipient, though these groups do visit the CSTM website. CSTM does **not** provide clinical advice or patient engagement.

New Website Objectives

The CSTM website's main objectives are to provide an informative, stable and easily accessible source of relevant transfusion medicine knowledge for

1. our members through member-only resource areas and
2. the professional community through publicly facing content.

The secondary objective is to drive interest, engagement and registration for CSTM's annual conference and regular education sessions.

An additional objective for an updated website is to inform and educate, engage our member base and position our society as a reliable and relevant source of truth in Canadian transfusion medicine.



Current Website: transfusion.ca

CSTM's current website is operating on a Kentico platform. There is no desire to refresh the branding, but CSTM recognizes the opportunity to update navigation, streamline resources and enhance functionality with this project.

The website houses public facing pages and resources, and incorporates tiered member-only resource pages for 250-300 members.

This website hosts content only, and currently links to other website services to manage membership, conferences, or other educational registration. These sites are not integrated and require manual alignment to support appropriate member access to match membership and registration activities.

Scope of project:

In scope:

Functional/Feature Requirements

- An easy-to-use content management system (CMS)
- Easily generated / duplicated page instances for French language version
- Intuitive navigation
- Secure and intuitive member access management with multiple permission / privilege structures to support additive or multiple areas of access. (basic member, member + 1 or more committee pages, etc)
- Optimized with SEO best practices
- Clear path to conversion/lead generation
- Clear and intuitive media management
- A blog
- Social media integration (share buttons, follow buttons, etc.)
- Multiple contact, email signup, update forms
- Mobile responsiveness

This project will encompass:

- Establishing menu / layout of the new website in collaboration with the website sub-committee, including French language culture pages
- Transfer of identified content, resources and domains to appropriate destination
- Documentation of website configuration, functionality and/or plug ins as appropriate.
- Administrator training, as required, for content and user management to ensure positive end user experience.
- Support and maintenance including currency of platform and relevant website component upgrades and alignment.

Out of Scope: This project does not include a review or update to the society's branding.



Optional Functionalities/Features:

CSTM would consider options to include the following functionality. As available, please provide a description and cost for one or more of these elements separately, and note if any additional design or development time would be required.

- *Membership and contact management*
 - payment, renewal for annual membership dues, including the ability to manage membership types, communicate with members and associate membership to website access levels.
 - capture, manage and communicate with non-member contact segment(s)
- *Education registration for live sessions* integrated with Zoom for free or paid online seminars and workshops. Registration may be open to the public or open to members only.
- *Education registration/tracking for evergreen videos*, presentations or integration with a learning management platform. Registration may be open to the public or members only.
- *Moderated, interactive forum or discussion board*
- *Conference and event management* including registration, abstract management, session selection, conference resources and an associated attendee app experience OR appropriate streamlined alignment with CSTM's existing conference platform (Dryfta)
- *Domain and email management* is currently managed through a separate vendor. Consolidating to the same management platform may be considered if it is reasonable and effective to do so.

Budget:

A breakdown of the proposal cost including one time and ongoing costs for required and optional elements must be included. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will be considered.



Proposal Requirements:

The following elements must be included in your proposal response:

1. Overview of your company, including years in business and examples of relevant client
2. Overview of how you will meet our objectives
3. Explanation of your proposed platform/CMS,
4. Explanation of any recommended supplemental systems for features and considerations to enhance content or user experience.
5. Outline of your website design & development strategy
6. Proposed website timeline from kickoff to launch
7. Terms of hosting arrangements, including any renewals, timeframes and pricing structures
8. Details about your team
9. Recent design & development examples
10. A breakdown of costs for:
 - a. Development and design
 - b. Transfer of website
 - c. Hosting start-up, registration, or platform service fees
 - d. Ongoing hosting and service fees and mitigation strategies for changes to fee structures
11. References (3)
12. Key items that set you apart from others in this field
13. Optional elements, if applicable
 - a. Description of proposed solution and platform
 - b. Process, cost and time impact to the proposal
14. Terms & conditions. Please also refer to Appendix A.

Timeline and Selection Process

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Proposal evaluation by the website sub-committee

- Follow up interviews and/or demonstrations as CSTM deems relevant
- Reference checks
- Recommendation to the Board of Directors May meeting

Establishment of agreement (contract) with selected vendor.

All vendors will be contacted to advise of the status of their proposal by June 9, 2025.



Proposal submission

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

Send questions by email to: cstm@secretariatcentral.com by March 18, 2025, 5pm EST.

Send proposals by email to: cstm@secretariatcentral.com by March 31, 2025, 5pm EST



Appendix A: Terms and Conditions:

CSTM reserves the right to alter specified dates or to cancel this RFP for any reason without incurring any liability, cost or penalty to CSTM. CSTM reserves the right to modify the terms of this RFP at any time and at its sole discretion.

This RFP and the resulting proposals are not a commitment by CSTM to enter into an Agreement. CSTM will not be obligated in any manner to any Vendor whatsoever until a written Agreement has been duly executed and authorized by all parties.

The receipt of a signed proposal by CSTM will constitute an "Offer" which may be accepted in whole or in part by CSTM.

Proposals must be valid and irrevocable for a period of one hundred and twenty (120) calendar days following the closing date of this RFP.

Neither the lowest priced nor will any proposal necessarily be accepted. While the financial opportunities are an element in the selection process, it is to be clearly understood that there are other evaluation criteria in this RFP that CSTM will consider in evaluating proposals.

CSTM shall not be held liable for any error or omission in any part of this RFP. While CSTM has used considerable efforts to ensure an accurate representation of information in this RFP, the information contained in this RFP is supplied solely as a guideline for Vendors. The information is not guaranteed or warranted to be accurate by CSTM, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Vendors from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

CSTM reserves the right to

- amend or supplement this RFP by issuing an addendum up to and including five (5) calendar days before the closing date. Any amendments or supplements to this RFP made in any other manner will not be binding.
- accept or reject any submission and to waive irregularities and technicalities included in said submissions, as may be in the best interest of CSTM, without giving reasons for such actions.
- accept or reject all, or any part of the proposal, unless the Vendor specifically indicates that prices are based on receiving all of the work proposed under this RFP.
- divide the work under this RFP and award it to more than one Vendor.
- request clarification where any Vendor's proposal is unclear and may request an amendment where, in the opinion of CSTM, there is a minor irregularity or omission in the information that has been submitted
- disqualify any proposal that is incomplete or is otherwise not submitted in accordance with the terms, conditions, and provisions in this RFP.



CSTM shall retain all proposals submitted and reserves the right to use any ideas contained in a proposal regardless of whether that proposal is selected. There will be no payment to Vendors for work done related to the materials supplied in the preparation, presentation and evaluation of the RFP response, nor for the contract negotiations whether they be successful or not.

The proposal(s) selected may be subject to further negotiations.

Upon acceptance of the proposal, both parties agree to do everything necessary to ensure that the terms and conditions of the Agreement are met. However, the final execution and continuance of the contract will depend on funding resources available to CSTM.

In the event that the successful vendor neglects or refuses to abide by the terms of his contract or fails to observe it in good faith and completely, CSTM reserves the right to terminate the contract and resume purchasing on the open market. The successful bidder shall be required to reimburse CSTM any additional expenses they have incurred.

The prices quoted must be in Canadian currency and payable to the Canadian address of the successful bidder. CSTM shall not accept any price increases while the awarded contract shall be in effect, such as: Fluctuation of the Canadian Currency.

CSTM reserves the right to

- verify any Vendor's statement or claim by whatever means it deems appropriate, to contact persons or entities other than those offered as references, and to reject any Vendor statement or claim, if in the judgment of CSTM, the statement or claim is unwarranted or is questionable.
- request a Dun & Bradstreet (D&B) report on any Vendor at the Vendor's expense

Authorized representatives of CSTM, prior to and during the term of any Agreement awarded under this RFP, shall have reasonable access to the Vendor's processes and/or premises as appropriate where any part of the work is to be carried out to confirm proposal information, quality of processes and to obtain assurances of viability.

COMPLIANCE WITH LAWS AND REGULATIONS:

Any and all Agreements pursuant to this RFP will be subject to the laws of Canada, and current relevant legislation.

Vendor(s) awarded Agreement(s) must comply with and meet all regulatory approvals and be licensed for sale in Canada, on equipment, goods and services provided to CSTM.

Vendor(s) awarded Agreement(s) must provide all permits, licenses, consents and authorizations necessary to perform its obligations if it is selected pursuant to this RFP. Failure to do so may result in the cancellation of the award of any Agreement under this RFP.



CONFIDENTIALITY AND PRIVACY:

Confidentiality of all documentation and information concerning this RFP must be maintained at all times by all parties. All documentation and information provided by CSTM in connection with, or arising out of this RFP and/or the acceptance of any proposal, remains the property of CSTM and must be treated as confidential and must not be used for any purpose other than for replying to this RFP, and for fulfillment of any subsequent Agreement.

Vendors are required, for the life of this Agreement, to comply with Canada's Personal Information Protection and Electronic Documents Act (PIPEDA) and the Privacy and Confidentiality Requirements of CSTM as well as any privacy and/or confidentiality requirements covered in contracts.

INDEMNIFICATION:

The Vendor shall indemnify and hold harmless CSTM, its directors, officers, employees, volunteers and agents from and against all liabilities, claims, demands, losses, costs, expenses, (including reasonable legal fees) or damages, accidents, suits and/or proceedings (hereinafter called claims) occasioned wholly or in part,

- by the negligent acts, errors or omissions by the Vendor, its officers, directors, employees, agents or others for whom it is responsible in law, to persons or property arising out of or attributable to the use of the Vendor's equipment, products and/or services by CSTM. Such claims are attributable to bodily injury, sickness, personal injury, death or damage to or destruction of property; or
- as a result of anything done or permitted to be done by the Vendor, its directors, officers, employees, agents or others for which they are responsible by law under or in the pursuit of this Agreement.

FORMATION OF AGREEMENT:

All terms and conditions of this RFP are deemed to be acceptable by the Vendor unless expressly excluded in the proposal.

NEWS RELEASE OR WEB POSTINGS:

The Vendor shall not issue any publicity, news release or web postings pertaining to this RFP or any Agreement awarded under this RFP, without prior written approval from CSTM.

ASSIGNMENT OF AGREEMENT:

Any and all Agreements pursuant to this RFP will not be assigned by the Vendor, in part, or in whole, to any other Vendor, without the express written approval of CSTM.

SUCCESSION:

Any and all Agreements pursuant to this RFP are not transferable to any other Vendor without the written consent of CSTM in advance.



AUDIT:

During the term of any subsequent Agreement, authorized CSTM employees and their agents have the right to review the records and accounts maintained by the Vendor pertaining to:

- Service levels;
- The pricing of products and services related to any established pricing formulas;
- The pricing of products and services related to agreed benchmarks and/or most favored customer pricing arrangements; and Source documents supporting invoices to CSTM