



Ontario Neurotrauma Foundation
Fondation ontarienne de neurotraumatologie

REQUEST FOR PROPOSAL

Ontario Falls Prevention Community of Practice

Interactive, Online Communication Platform

DUE: MONDAY, FEBRUARY 16, 2015 4:00PM

Amended: January 20, 2015

INVITATION

The Ontario Neurotrauma Foundation invites web design firms and communication platform suppliers to submit proposals to address the communication and knowledge exchange needs of the Ontario Falls Prevention Community of Practice.

BACKGROUND

The [Falls Prevention Community of Practice](#) (CoP) is a group of front line health care workers, informal caregivers, researchers, seniors' groups, administrators, educators and policy-makers who come together to exchange information on falls prevention in older adults to advance the field of practice. Membership is free and services include access to webinars and other educational events, email updates on cutting-edge research and best practice implementation, library services, and networking opportunities with practitioners and health care organizations. The CoP currently has a membership of nearly 1600 in Ontario, with plans to expand nationally in the next two years. The Falls Prevention CoP is sponsored by the Ontario Neurotrauma Foundation and is a part of the [Seniors Health Knowledge Network](#) (SHKN).

The [Ontario Neurotrauma Foundation](#) (ONF) funds research and its practical application in the field of neurotrauma. Neurotrauma is an injury to the spinal cord or brain. We also support injury prevention programs. ONF funds research that improves healthcare practices and policies related to neurotrauma and injury prevention. Relationships with partners allow us to move new research knowledge into action. Our approach improves the system of care, increases quality of life of people living with neurotrauma and reduces these injuries. ONF is a non-profit organization that receives its funding from the Government of Ontario.

Unintentional falls are the most common cause of major injury among older adults according to the Ontario Trauma Registry's 2012 report *Major Injury in Ontario*. The economic burden of falls in Canada is estimated at \$2 billion annually (SmartRisk 2009). Falls are predictable and preventable. Supporting falls prevention will improve quality of life for Ontario's aging population and bring cost savings to families and the health system.

PROJECT OVERVIEW

We want to create an interactive, online communication platform for the Falls Prevention CoP. This is a place for our members to meet and communicate with others interested in falls prevention, get answers to their falls prevention questions and work collaboratively on projects. The platform must have a simple

user interface. Our staff will actively foster membership engagement with the technology by posting engaging questions, pointing to additional resources and evidence, and summarizing lengthy discussion threads.

Currently, the CoP only has a [simple webpage](#), housed within the SHKN website. This platform will be separate, with its own brand and url.

An example of a platform we like is [EENet Connect](#) (by CAMH).

PURPOSE

The purpose of this project is to develop an interactive, online communication platform for the Falls Prevention CoP. This project should provide the infrastructure for peer and expert support for those who are implementing evidence-informed best practices for falls prevention. The CoP's membership has grown tremendously since its inception, but the current processes to allow interaction between members are overwhelmed. Presently, we communicate through teleconferences, email listservs and an underutilized discussion board on the SHKN website. We require a communications system that breaks down geographic barriers and is scalable, as we anticipate further membership growth on a national and international scale.

There are two web-based portals that are key *sources* of evidence-based information on falls prevention. They are the [McMaster Optimal Aging Portal](#) and [Parachute's Horizon](#). We would like to complement these portals by providing a *space for members to problem solve together* about real world applications of that evidence-based information. We want members to discuss and share ideas or proven strategies for putting falls prevention interventions into practice and overcoming barriers to implementation, such as tight budgets, overworked staff and lack of support from the organization's leadership. Members should be able to quickly and easily crowdsource an answer to their falls prevention question, locate an expert, recruit and work with collaborators and share their success stories. We want practitioners to have the option to work in French, English or both languages. There should also be private and semi-private meeting spaces for groups looking to discuss their projects or specific interests online.

DELIVERABLES

The successful supplier will work closely with the ONF Program Director and Project Coordinators (the project team), as well as the Core Team of the Falls Prevention CoP.

Technical Parameters

For new website (communication platform) construction, we require hosting and a domain name. We do not have a preferred language. We want ownership of the website, a copy of the code and a description of any customization. Our membership database is stored in [Constant Contact](#), so that must be integrated. We will be fully Canadian Anti-Spam Legislation compliant. There must be a content management system, so we can manage simple updates ourselves. We would like to collaborate with the McMaster Optimal Aging Portal and Parachute's Horizon to share their resources with our members through the communication platform; for example, a feed of their recently-added resources on the home page of the communication platform.

Usability Requirements

Our target audience is very diverse: front line health care workers, informal caregivers, researchers, senior groups, administrators, educators and policy-makers. Some members are very technologically savvy and some have lower computer skills. Their ages range from students in their early 20s to seniors

well into their 80s. The most common age group is 25-34 (33%). At certain workplaces, social media sites and video hosting sites are blocked. Internet Explorer and Chrome are the most popular browsers, followed by Safari and Firefox. 75% of our members use the Windows operating system.

When a user navigates to our site for the first time (through url, search engine or link on partner site), they should go to a landing page. The landing page will have some static information about the CoP and the communication platform (perhaps as a video). Users need to register as CoP members before they can go farther than the landing page. Once registered/logged in, they will go to a home screen containing links to different features of the site and a newsfeed of recent/popular activity. From here, users can navigate to different features as they wish, always with the option to return to the home screen. After registering/logging in the first time, there should be an option to create a persistent log-in (“keep me logged in”).

We have assembled a focus group/seed community of approximately 50 members who are interested in the development of the platform. We have conducted an initial focus group and a summary is attached (Appendix). This group is available for usability testing at any phase of development. There are also key partner organizations (McMaster, Parachute and others) with whom we need to coordinate. These partners will be informed of our progress and may join the focus group/seed community for usability testing.

Functional Parameters

The following is our wish list of features to be included.

MUST HAVE	NICE TO HAVE
User profiles With photos Searchable by name, expertise, organization, location, role (researcher, caregiver, clinician, etc.)	Ranking system for users (top contributors)
Discussion board Highlight “best answer” or Knowledge Broker (staff) summary at top of discussion thread Way to select target audience for discussion threads	Wiki-style documents
Newsfeed that shows recent and popular posts	Partial integration with our partners’ websites
“Like” buttons	Tutorials on how to use platform
Create working groups (public/private)	Hover mouse over acronyms to display full title (pre-programmed)
File sharing and storage Embedded in discussion threads but also within a searchable database	Increase/Decrease text size
Notifications Easy way to follow/subscribe to receive notifications for posts Integrated with email: notifications, post by replying to email	Possibility to host advertising in the future
Calendar	Optimized for mobile site
Newsletter opt-in form (integrated with Constant	Private messaging

Contact)	
Simple user management Anti-spam	Preview when a user posts a link in a thread
Google custom search engine	
Google analytics	
Bilingual	Navigation elements in user's preferred language Prioritize posts in user's preferred language in feeds Users have access to all content in both languages
Content Management System	
Newsfeed on the welcome page	

Other Expectations

- Develop a simple brand and logo for the platform with input from the seed community/focus group and partners
- Training session for our staff to use CMS
- Web hosting and domain name
- Usability testing with seed community/focus group and partners including a soft launch

Reporting

- Monthly updates to the ONF project team (in-person or teleconference meetings)
- In-person meeting (Toronto) to present the first iteration of the communication platform
- In-person meeting (Toronto) to demonstrate the final version to the Core Team

PROPOSAL SUBMISSION DIRECTIONS

We are requesting proposals for construction of an interactive, online communication platform (new website), or adaptation of an existing platform.

The successful firm or supplier will:

- Be located in Ontario
- Have knowledge and experience with online community building
- Be proficient in responsive web design
- Have branding/marketing expertise
- Be able to design a bilingual communication platform (French and English)
- Have knowledge and experience with social media integration in health care workplaces
- Be financially solvent
- Previous work with not-for-profits or health agencies is considered an asset

ONF has allocated \$30,000-\$50,000 for this project. The disclosure of project funds does not commit ONF to pay such an amount. ONF may consider proposals that do not fully meet the requested functional parameters but it is strongly suggested firms discuss with the project team in advance. It is expected that all technical, personnel, travel, supplies, translation of navigation elements ("home", "site map",

“contact”, etc.) and final production expenses be included in the quotation. Applicable taxes should be included.

Please include in your proposal:

- A description of your relevant expertise and competitive advantage
- Your plan for the project; meeting the requirements above as closely as possible
- Time frames for major milestones and completion (aim for approximately 5 months to completion)
- A portfolio of past projects
- Two (2) client references
- A quote for services
- Information on options for maintenance and support post-launch

Payments will be issued to the successful firm or supplier according to this schedule:

- 50% on the project start date
- 50% upon submission and approval of the final, usable communication platform

CONTACT INFORMATION

Please submit proposals by email to Lindsay Toth with the subject line “RFP [*your company’s name*]. We are under no obligation to consider late submissions. Questions during the proposal process may also be addressed to Lindsay Toth. Please do not hesitate to request clarification.

Lindsay Toth
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APPENDIX: FOCUS GROUP SUMMARY

Webinar Summary “Developing an Online Communication Platform for Falls Prevention”

Problem Solving Process

Current process

- Lack of success finding answers in the literature when searching alone
- The CoP core team can sometimes answer questions or reach out to the extended membership for responses
- Look on organizations’ websites for best practice documents
 - Not comprehensive
- Email blast sent out, you sit and wait hoping that someone will respond
 - Very frustrating
- Informal access to Regional Geriatric Program of Eastern Ontario, local hospitals, CCACs in Champlain LHIN
 - Satisfied because answers come quickly, but thinks other people may be able to benefit from what they’ve learned if it could be posted publically
- Injury Prevention (IP) Chat
- Literature searches from hospital library

Ideal process

- Would like practitioners to respond, who are in the field doing the work, as well as those who are developing the best practice guidelines
- Need response ASAP
- Knowledge summary once a question is answered

Partnerships and Collaboration

Poll – Is your organization actively seeking partnerships or collaborations on projects?

Yes (68.6%)

No (11.4%)

Don’t know (20%)

Poll – If yes, would you consider posting a call for partners or collaborators online?

Yes (50%)

No (5.9%)

Don’t know (26.5%)

N/A (17.6%)

- Many people have not even considered that they could work with partners on a national scale – more focused regionally

- Some organizations do not have a culture of collaboration/partnership and it is difficult for an individual to reach out
 - Attributed to fear of change of practice
- Interested in finding someone online and then working together offline
- Better to reach out to regional partners directly
- Possible privacy issues
- Online collaboration reduces geographic barriers
- Time is scarce – people not using (a different) collaborative online portal for this reason
 - Others say collaboration helps decrease duplication and therefore workload
- Could use platform to develop national/international strategy for fall prevention

Networking

Poll - Are you interested in networking with others interested in falls prevention online?

Yes, and it's a priority (52.6%)

Yes, but it's not a priority (44.7%)

No (0%)

Don't know (2.6%)

- Interested in connecting with researcher and policy-makers at more distant geographic levels
- Want to talk to everyone at some point for different purposes
- Privacy is a concern, but a number of organizations are starting to delve into social media and looking at ethical implications
- Practice-specific questions, provided no names were mentioned and it was a professional audience, would be appropriate
- Locally, looking to connect with practitioners and people with lived experience
 - Grassroots emerging/promising practices
- Ability to connect with researchers and policy-makers at provincial, national and international levels may help expedite change
- Can be very time consuming to sort through all the responses you get – a big concern
 - Helpful to have knowledge brokers distil down information
 - Asker or Readers or Expert could flag “best answer”
- Suggestion to invite coroners to join network
- Lots of people looking to connect with the LHINs

Poll – Would you participate in an interactive, online communications platform for falls prevention?

Yes, actively (27.8%)

Yes, occasionally (69.4%)

No (0%)

Don't know (2.8%)

Other Options

- Health Chat – developed through the Health Line during the physiotherapy reform (exercise and falls prevention)
 - Collaborate on development of documents, curriculum, discussions with partners
 - People do have to sign up to be part of a Health Chat
 - Need an organization to administer
 - This specific chat is limited to people within South West LHIN, but may be able to start a new one
 - Can customize notifications to alert to new activity
 - Post documents rather than circulate by email
 - Calendar function
- CCAC
 - Teams with expertise on various topics (example: wound care)
 - Know who you are speaking to and where their research is coming from
 - Advice over the phone or can refer the team directly to the patient (more in-person/personal)
 - Fast turnaround
 - Would be good for family physicians and nurse practitioners

Technology Wish List

- Registration and log-in hinders participation
- Needs to be very easy to access
- Searchable profiles by expertise
- Need to develop tutorials before launch to train people how to use the platform
- Secure site
- Document sharing
- Calendar function
- Email notifications when new content is posted so you remember to check back
 - Also weekly digest email with all the updates
- Space for sharing emerging practices and research
- Keep it simple and no social media
 - workplace has a mix of generations
 - Not acceptable to link personal and professional social networking sites
 - All social media is blocked at certain workplaces
- Lived experience is a viewpoint people would like to access – need to give seniors something in return
 - Educational information for non-professionals, possibly
- Someone wants a maintained list of medications that may contribute to falls
 - Potentially done as a Wiki