



NOTICE OF PROPOSED PROCUREMENT (NPP)

Solicitation #: 1000229232

Closing Date: May 25, 2021

Time: 2:00pm EST

This requirement is for the department of Health Canada.

Description

TITLE:

Radon continuing professional development course – Accreditation, Promotion and Hosting Services

BACKGROUND:

The Radiation Protection Bureau at Health Canada (HC) leads an on-going National Radon Program with the goal of reducing the health risks associated with indoor radon exposure in Canada. A key element of the National Radon Program is to provide health care workers with credible and trusted resources, with information and tools for their patients and to help understand the actions they can take to reduce their radon exposure. Health care workers need to be informed about the health risks of radon and what can be done to reduce those risks in order to increase their patients and/or clients awareness, and to support them to undertake protective activities.

Since 2013 a bilingual radon online accredited course for continuing professional development credits for both family physicians and specialist physicians has been available in Canada. This RFP is for the ongoing need to host the online course, maintain the course accreditation, to promote the course to health professionals across Canada to increase course participation and completion and reporting.

In 2012 Health Canada awarded a multi-year contract, following a request for proposal and competitive bid process, for the development and delivery of a radon continuing professional development course. An online accredited continuing professional development course was created on behalf of Health Canada to educate health care providers with respects to the health risks of radon. The initial contract for course development, accreditation, hosting, promotion and monitoring is completed. The contractor must be able to host the online course, maintain the course accreditation, to promote the course to health professionals across Canada to increase course participation and completion and reporting. The course is composed of 6 modules; disclaimer information; the pre- and post-module quizzes; the pre- and post-module surveys; and the main content module.

The main content module is authored in a third-party e-learning authoring tool, but can be published with an output (SCORM) that is an e-learning standard. The quizzes, surveys and the disclaimer page are currently in a proprietary format and would therefore need to be reproduced on a new platform. The course is offered in both English and French. Health Canada radon materials for the public are also provided online as part of the course offering, so that health care providers can refer their patients to additional resources.

SCOPE:**Host the radon programs:**

- Providing Health Canada with the online infrastructure and required services to host an accredited radon continuing professional development course for health care professionals;
- Host both the English and French versions of the radon continuing professional development course, maintain the online platform and course management systems to ensure the effective delivery of the course for health care providers, availability of Health Canada resources for patient/public information and resources;
- Provide support to any end users requesting help in relation to the radon course;
- Collect and analyze web analytics related to Radon online course.

Maintain the accreditation for family physicians, specialist physicians and seek opportunities to extend accreditation to other relevant health professionals

- Obtain accreditation through re-application for Mainpro and MOCOMP national credits for English and French programs/courses for family physicians and specialists, respectively;
- Administer the accreditation applications process including planning meetings or honoraria/stipends for planning committee members, as required;
- Administer the updates to the financial disclosures/conflicts of interest statements.
- Seek opportunities to extend accreditation to other relevant health professionals

Education and Promotional Services - engaging health care professionals for course registration and delivery**Stakeholder and Influencer Engagement**

- Establish for Health Canada a list of target Canadian stakeholders and influencers whose networks fit best with the target audience;
- Engage stakeholders and influencer organizations to educate them about the radon online course and resources and seek their support in educating health care professionals about the course and encouraging registration and training;
- Regularly follow-up with non-responsive stakeholders to encourage engagement and support and conduct a scan for additional potential partner organizations and update the contact list as necessary.

Course Promotion and target audience outreach and engagement

- Deliver custom email newsletters to physicians and health professionals through relevant health associations and organizations across Canada;
- Work in partnership with health care associations and stakeholders to promote the radon course at key continuing medical education events and conferences;
- Design of promotional material and coordination and development of marketing and outreach activities to engage the target audience for course registration and delivery;
- Promote radon course through relevant social media platforms including: Twitter, Facebook, LinkedIn, and mentor networks to reach specific professional markets cost-effectively.

Provide regular reporting and a final report/evaluation of the program

- Deliver electronically quarterly reports in pdf format on program and course metrics, as well as a final report detailing all services delivered to Health Canada, a summary of overall course participation and completion, resource materials downloaded, lessons learned and challenges and suggestions / ideas for on-going course promotion.

ESTIMATED VALUE: *The total value of this contract emanating from the RFP shall not exceed \$200,000.00 including applicable taxes.*

PROPOSED PERIOD OF THE CONTRACT:

The proposed period of contract shall be from Contract Award date to March 31, 2026

APPLICABLE TRADE AGREEMENTS: The requirement is subject to the following Trade Agreements: *Canadian Free Trade Agreement (CFTA), Canada-Chile Free Trade Agreement (CCFTA), Canada-Colombia Free Trade Agreement (CCFTA), Canada-Honduras Free Trade Agreement (CHFTA), Canada-Korea Free Trade Agreement (CKFTA), Canada-Panama Free Trade Agreement (CPFTA)*

OWNERSHIP OF INTELLECTUAL PROPERTY: *The Contractor will own the Intellectual Property*

SECURITY REQUIREMENT: *There is no Security associated with the requirement.*

MANDATORY REQUIREMENTS:

M1. The Bidder must have a minimum of two (2) years of experience within the last 5 years, in developing on-line/web-based continuing education programs for health professionals in Canada.
M2. The Bidder must have a minimum of three (3) years of experience within the last 10 years, in education /outreach related to environmental health issues.
M3. The Bidder must provide two (2) Project Summary examples, demonstrating experience, obtained within the last 5 years, with the accreditation and promotion of continuing education resources for health professionals. Each project summary must include the following information: a) The name of the client organization to whom the services were provided; b) Description of activities performed and how the Bidder managed the work outlining the project objectives, milestones and deliverables. c) The dates and duration of the project, indicating the years and months of engagement and the start and end dates of the work in format mm-yyyy to mm-yyyy;

Mandatory Financial Criteria

MFC1 The Bidder must not exceed Health Canada’s budgetary limit on spending for this project which is \$200,000.00 CAD

SELECTION METHODOLOGY:

For each responsive bid, the technical merit score and the pricing score will be added to determine its total combined score. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract. If two (2) or more responsive bids have the same combined total score, the responsive bid with the lowest evaluated price will be recommended for contract award.

To determine the overall score obtained by a bidder, the following weighting will be used to establish the technical and financial score:

Technical weighting: 70%
Price weighting: 30%

Technical score = $\frac{\text{Bidder's technical points} \times 70\%}{\text{Maximum points}}$

Financial score = $\frac{\text{Lowest priced bid} \times 30\%}{\text{Bidder's total evaluated price}}$

Total score = Technical score + Financial score

Enquiries regarding this Request for Proposals are to be submitted in writing to:
Cathy Jones
E-mail address: cathy.jones@canada.ca