



College of Traditional Chinese Medicine
Practitioners and Acupuncturists of Ontario

Ordre des praticiens en médecine traditionnelle
chinoise et des acupuncteurs de l'Ontario

Request for Proposals for Interactive Learning Hub Design and Development (Phase 1)





1. INTRODUCTION

The College of Traditional Chinese Medicine Practitioners and Acupuncturists of Ontario (the "College") is inviting organizations and/or individual consultants to submit proposals to assist the College in the design and development of an Interactive Learning Hub.

The College is the governing body established by the government of Ontario under the Regulated Health Professions Act, 1991 (RHPA), and the Traditional Chinese Medicine Act, 2006. The College's mandate is to regulate traditional Chinese medicine (TCM) practitioners and acupuncturists in the public interest.

This project represents Phase 1 of a broader educational strategy, focused on creating a vibrant, website-based community hub. Phase 2 will focus on the development of formal learning courses that users will access directly through this new Learning Hub.

2. PROJECT OVERVIEW & VISION

Currently, the College houses vital information regarding regulations, Standards of Practice, and resources on its corporate website. The College seeks to extract this information and reimagine it within a new, standalone "Interactive Learning Hub."

The goal of this Hub is to act as a community website that goes beyond static PDFs. It must serve as an interactive, creative space where:

- **Members and Applicants** can engage with their regulatory obligations, learn effectively, and maintain self-regulation.
- **Patients and the Public** can easily understand what to expect when seeing a TCM practitioner or acupuncturist.

The successful Proponent will not only build the website platform but will actively assist in reimagining how our content is delivered to make it interesting, engaging, and highly accessible.

3. PROJECT REQUIREMENTS AND DELIVERABLES

3.1 Target Audience

The solution must cater to three distinct groups:

1. Current Members of the College.
2. Applicants for registration.
3. Patients and members of the public.



The solution must consider different levels of learners' language proficiency, technical expertise, and infrastructure.

3.2 Key Deliverables

The successful Proponent is expected to deliver the following:

- **Content Strategy & Transformation:** Review the College's existing online resources and develop a strategy to organize this content into an intuitive, navigable structure. The vendor must assist in creating innovative delivery methods to replace static content (e.g., transforming a PDF standard into an interactive "Case of the Month", decision trees, or a "Practice Corner"). Currently, the majority of this information is housed on our corporate website under the Resources, Public, Members, and Regulations sections.
- **Website / Hub Development:** Design and build the web-based community Hub to house these new educational formats. The Hub must be visually engaging, user-friendly, and AODA compliant.
- **Phase 2 Advisory (Course Integration):** While Phase 1 focuses on the community website and interactive content, Phase 2 will involve launching formal learning courses. The design must account for future integration, ensuring learners can seamlessly access these future courses through the Phase 1 Hub.
- **Project Plan & User-Needs Assessment:** A detailed outline including timelines and a review of user group needs to ensure the Hub effectively engages the profession and the public.
- **Pilot Testing & Implementation:** A pilot stage to test the Hub with College staff and members, followed by launch assistance.

4. PROPOSAL REQUIREMENTS

Proponents should address each element below, indicating how they will meet the College's needs:

- **General Understanding:** Demonstrate an understanding of the need to create highly engaging, creative web content (Phase 1).
- **Qualifications/Personnel:** Detail the team's skills. *Specific Requirement:* The team must demonstrate expertise in website design, UX/UI, digital content creation/transformation, and technical architecture.
- **Proposed Work-Plan:** Provide a detailed work plan including all tasks, milestones, and timeframes.
- **Cost Estimates/Budgets:** Provide a total cost breakdown, including consulting fees (per diem) and anticipated expenses.

5. PROPOSAL SUBMISSION PROCEDURES



5.1 Submission of Proposal

To be eligible for consideration, the proposal is to be submitted by email to:

Mary Kennedy, Manager, Quality Practice at mary.kennedy@ctcmpao.on.ca

5.2 Questions and Enquiries

Proponents, who have read this Request for Proposals (RFP) and are interested in responding may direct questions or request additional information in writing by email to Mary Kennedy, Manager, Quality Practice at mary.kennedy@ctcmpao.on.ca.

The College is not responsible for any misunderstanding on the part of the Proponent and is under no obligation to provide additional information but may do so at its sole discretion.

5.3 The College's Right to Amend, Supplement or Cancel RFP

The College, without liability, cost or penalty, may at any time cancel, amend or supplement this RFP. Any material amendments or supplements to the RFP will be communicated in a timely fashion to all Proponents

5.4 Disqualification of Proposals on Grounds of Faulty Submission

The College, without liability, cost or penalty, in its sole discretion, may disqualify any Proposal before the Proposal is fully evaluated if:

- i. It contains incorrect information;
- ii. It does not include all required elements as noted in this RFP;
- iii. The Proponent misrepresents any information provided in its Proposal;
- iv. The Proposal reveals a conflict of interest as per Section 6.3, Conflict of Interest; or
- v. The Proposal does not otherwise comply with the terms of the RFP.

EVALUATION PROCESS

6.1 Proposal Format Checklist

The Proposal should:

- i. Submit one signed Proposal marked "original" by email;
- ii. Include all required elements as described in the RFP;
- iii. Include a description of the Proponent's ability to satisfy the requirements of the RFP; and



- iv. Include a detailed cost for the proposed services.

6.2 Proponent Information

The Proposal should provide/state:

- i. Name, mailing address, email address, telephone and facsimile numbers of the contact person(s) for the Proponent;
- ii. Proponent's legal name and any other name under which it carries on business; and
- iii. Proponent's address, telephone and facsimile numbers.

6.3 Conflict of Interest

For conflict of interest reasons, the College will not accept proposals from Proponents who are affiliated with education institutions that offer TCM programs.

The Proponent must confirm in its Proposal that the Proponent:

- i. Does not and will not have any conflict of interest (actual or perceived) in submitting its Proposal or, if selected, with the contractual obligations as Contractor under the Agreement. Where applicable, a Proponent must declare in its Proposal any situation that may be a conflict of interest in submitting its Proposal.

The Proponent must confirm that the Proponent neither has nor has had access to any Conflict of Interest Confidential Information as defined below:

- ii. "Conflict of Interest Confidential Information" refers to confidential information of the College other than confidential information disclosed to Proponent in the normal course of the RFP. The Conflict of Interest Confidential Information is relevant to the project/services required by the RFP and the RFP evaluation process, and the disclosure for which could result in prejudice to the College or an unfair advantage to the Proponent.
- iii. "Confidential Information" means information, data, material and items in any form supplied to the Proponent by the College or otherwise acquired by the Proponent in connection with this RFP, whether supplied to or acquired by the Proponent before or after the issuance of this RFP, as well as all software and deliverables supplied or created by the Proponent.

The successful Proponent will be expected to sign a confidentiality agreement and will be subject to section 36 of the RHPA (confidentiality provisions).

All Confidential Information is the property of the College, unless indicated otherwise.



The Proponent shall ensure that it:

- i. Holds Confidential Information in confidence;
- ii. Does not disclose Confidential Information without prior written authorization from the College;
- iii. Upon request returns Confidential Information to the College within ten calendar days after any request; and
- iv. Upon request returns all Confidential Information to the College within ten calendar days after the announcement of the qualified Proponent.

The Proposal of any Proponent may be disqualified, or if the Proposal is accepted, can be cancelled, where the Proponent fails to provide confirmation of the foregoing or makes misrepresentations regarding any of the above.

6. CONTRACT

Subject to satisfactory reference checks and completed security clearances, any qualified Proponent will be required to enter into an acceptable written contract with the College before final selection. The College may, in its sole discretion, enter into preliminary discussions with the Proponent with the aim of expediting the finalization of the contract and any negotiations.

7. EVALUATION CRITERIA

Each Proponent's submitted Proposal will be evaluated based on the following criteria:

Experience and Qualifications (40%)

- Proven experience in developing similar projects
- Proven technical expertise and experience
- Experience working with diverse stakeholders

Work Plan (40%)

- Understanding of the project requirements
- Understanding of challenges and feasibility of proposed solutions
- Realistic timelines and costs for each component of the workplan
- Thoroughness/quality of the submission

References (20%)

- Proven ability to meet timelines and delivery expectations
- Responsiveness to client needs and flexibility
- Reliability and professionalism



The questions below have been provided to indicate the kinds of considerations the College will make when evaluating Proposals. This list may not be exhaustive. The questions have been organized to correspond to the requirements provided for in Section 3, Project Requirements and Deliverables and Section 4, General Requirements.

7.1. Evaluation of the General Requirements

Does the Proponent describe the project/services in such a way that the Proponent demonstrates an understanding of the project/services?

7.2. Evaluation of Qualifications

Do the qualifications, skills and experience of the Proponent appear to be appropriate and sufficient to meet the College's needs?

7.3. Evaluation of Proposed Work Plan and Timeframe for Project Completion/Service Delivery

Does the work plan and timeframe address and meet the College's needs?

7.4. Evaluation of Cost Estimates/Budgets

How does the total cost of the project compare with the costs shown in other Proposals and does it fit within the College's budgetary allocation for this project? Cost is not the only consideration and the lowest bid may not necessarily be the successful one.

7.5. Evaluation of Communications Abilities

Has the Proponent communicated easily and clearly? How will the Proponent be able to accommodate the unique challenges of this project?