SECTION D
SCOPE OF WORK/SPECIFICATIONS

The goal of this project is to build a high performing website that further promotes and enhances the mission of UNLV Medicine (the medical school’s clinical operation). The website must provide an easy to navigate, easy to manage functionality that introduces UNLV Medicine to the community, especially those who need access to a physician. The site should clearly identify the school’s mission, physicians, other health care providers, and the services provided via the medical school’s clinical/educational operation. The website should prominently highlight UNLV Medicine’s phone number (702) 695-6000 so people can easily interact with UNLV Medicine. The website should also allow consumers to access documents they may need to fill out before their appointment, ask questions, and provide a mechanism in which to send back their patient documentation and information. UNLV is committed to making its website accessible to the widest possible audience, including individuals with disabilities. We strive to meet or exceed the Web Content Accessibility Guidelines (WCAG 2.0) established by the World Wide Web Consortium (W3C). The site must also comply with all ADA and HIPAA regulations.

The website must provide information, interactivity and links that help consumers clearly identify the services UNLV Medicine provides, and the physicians and providers available who can assist them with their health care needs. The website is the first interaction many consumers will have with UNLV Medicine so it must be extremely easy to use, informational, while not being too cluttered.

The successful vendor must provide competitive research findings and recommendations and at least six creative concepts for consideration of UNLV Medicine’s clinical operation. In addition, they must provide a wireframe design of the website, recommendation for the web content management system that will provide the functionality needed, with ease of maintenance and updates, and to develop and fully implement the system by July 1, 2017.

Users: UNLV Medicine’s target audience includes:

- UNLV Medicine clinical faculty and staff
- Community physicians and health care providers who may need to make a physician/provider referral
- People seeking health care (patients)
- People who have little to no health care literacy
- University Medical Center and other hospitals in Southern Nevada
- UMC physicians and health care providers, via electronic medical records, Centricity and EPIC

This project will consist of two phases:

Phase 1 (February – June 30, 2017): SOW includes research and discovery, design, navigational architecture, and the initial build out of the website for the launch date of July 1, 2017

Phase 2 (July 1, 2017 – June 30, 2018): Proposal should also include ongoing design, maintenance (front and back-end support) and additional buildout of the navigational architecture (if needed). A minimum of 10-hours per week.

UNLV School of Medicine shall maintain ownership of the developed website platform and data associated with the website. Furthermore, UNLV School of Medicine will have unrestricted access to its data without having to issue special request, nor incurring additional cost.

Style Guide

All designs must maintain the color palette [see URL https://www.unlv.edu/identity/colors-typography] and some elements of the UNLV Style Guide parameters, such as the UNLV School of Medicine logo https://www.unlv.edu/identity/unit-signatures/downloads

Refer to the UNLV School of Medicine website for the current look and feel for the medical school https://www.unlv.edu/medicine

The clinical enterprise’s digital presence should be compatible with the educational mission of the school but yet stand alone as its own
SECTION E
PRICING RESPONSE FORM

Provide cost of all services required to complete the Scope of Work in the space below. Proposer may attach additional pricing sheets and other information related to cost.

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Unit Of Measure</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication audit/site planning with UNLV School of Medicine team</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Hosting per year</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Design and development of site</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Site implementation</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Support, training and maintenance for Phase 1 (February – June 30, 2017)</td>
<td></td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Support, training and maintenance for Phase 2 (July 1, 2017 – June 30, 2018)</td>
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<td>$</td>
<td></td>
</tr>
<tr>
<td>Reporting/analytics (weekly and monthly)</td>
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<td></td>
<td>$</td>
</tr>
<tr>
<td>Miscellaneous</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td></td>
<td></td>
<td><strong>$</strong></td>
</tr>
</tbody>
</table>

Price must include all creative, photos, and video developed for the site by the vendor and at least six client revisions at every point of the project.

Name of Company                                      ________________________________

Authorized Person Signature __________________________

Date ________________________________