



REQUEST FOR PROPOSAL:

Online Learning

April 2021

Executive Summary

McLean Hospital is the world's premier center for mental health care, research, and education.

Traditionally, McLean has developed and hosted a wide-array of professional education programs, including in-person conferences for large audiences and in-person workshops for small specialty audiences. These offerings have been focused on the continuing medical education needs of health care professionals, including psychiatrists, psychologists, nurse practitioners, nurses, and social workers. Simultaneously, McLean has provided educational programming for non-mental health professionals using both in-person and virtual formats. Development, hosting, and dissemination of educational programming is not centralized at McLean, with a number of departments and programs working independently to provide these offerings.

There is a desire for McLean Hospital to expand its online education portfolio, while also identifying the ideal digital solutions that can be leveraged by all internal stakeholders who develop educational programming.

Through this proposal, we are looking to engage a partner who is capable of the following:

- Working with us through an extensive discovery phase, meeting with stakeholders and hospital leadership to fully understand our current offerings and capabilities, while identifying opportunities and goals.
- Leveraging this same phase to determine the goals of each stakeholder group, outlining both necessary functionality as well as capabilities that aren't necessary but would be desired.
- Auditing our competitors to determine who is offering similar educational programming, identifying differences and similarities, while also noting platforms used.
- Delivering a report identifying required functionality, ideal functionality, and suggesting a solution that meets our needs, outlining costs for both infrastructure and the resources needed to manage it.

The remainder of this request for proposal will address in greater detail our objectives, proposal requirements and background on McLean Hospital.

Process

We will work with our selected partner to develop a process and timeline. Based on initial internal discussions, the following should be considered as a base process. Process to be altered based on partner's recommendations.

Discovery

Teams at McLean are either offering or looking to offer a variety of learning opportunities for several audiences, including health care professionals.

The selected partner will be asked to meet with hospital leadership and ~8-10 teams at McLean to identify the following:

1. Current initiatives related to education, both in-person and online. These include in-person and live-streamed conferences, online workshops, online courses, and more. Discuss organizations and platforms we have used or can leverage as potential solutions, including Harvard Medical School.
2. Plans for expansion of online learning in the coming 18 months, considering all aspects related to this work (domestic vs. international audiences, language translation, live translation, etc.)
3. Identify current platforms used to support each initiative.
4. If these offerings will require providing continuing education credits (CEUs) to participants
5. Outline goals of each team as well as needs/wants as it relates to digital infrastructure

Our partner in this project will also receive information about our current learning management system, outlining how the platform is currently used, which features we utilize, and which features we need that we do not currently have.

Research

1. Identify other organizations offering both CME and non-CME mental health educational offerings, comparing audiences, content value, and value/credit (for events offering CEUs).
2. Meet with hospital stakeholders to discuss potential for solutions that integrate with existing hospital platforms such as its CRM and CMS.

Initial Presentation of Findings

We will organize a meeting with project leadership for presentation of findings, during which we will evaluate results and outline hospital priorities.

Delivery of Recommendation

Using data gathered, research performed, and feedback to initial findings presentation, selected partner will present a comprehensive recommendation that includes:

1. Solutions (a total of 3 options should be presented)
2. Full outline of capabilities / features not included that may be desired in the future
3. Upfront and recurring costs
4. Resources required for management

Vendor Selection Criteria

Vendors will be evaluated by key members of McLean Hospital leadership, the same group who will also inform the overall business direction and simultaneously make critical decisions regarding this project.

Key criteria for partner selection will include the following:

- Existing portfolio.
- Strong project management capability.
- The capability to create an overall project plan that includes a timeline, recommended project phases, major milestones and deliverables.
- Competitively-priced, cost-effective solution.
- Detailed answers to all questions included in this RFP.

Proposal Requirements and Questions

For additional information or to address questions, please contact Scott J. O'Brien at sobrien12@partners.org.

Please e-mail your proposal to Caroline Rotondi at crotondi@partners.org by end of day on Friday, May 6, 2021.

Your proposal should address all relevant information discussed in this document. In addition, your proposal should include answers to the following questions:

Questions About Your Work

1. Please describe how you would approach this project given the objectives and aspirations outlined above.
2. Please provide a sample project plan including high-level milestones and an associated timeline.

Questions About Your Firm

3. Please provide a list of the team members who will work on this project, including names, titles, and roles. Will this team be dedicated to the project from start to finish?
4. Will other vendors be involved in this project? If yes, please name them and describe their roles / responsibilities.
5. How do you like to work with your clients? Be specific about your process, including project management process and platform used as well as your review and sign-off procedures.
6. Please provide contact information for clients we may contact as a reference for your firm.
7. Please note if you are already a Mass General Brigham-approved vendor.

Questions About Your Fees

8. Please provide information related to pricing (hourly rates as well as if this project would be billed hourly or have a set rate).

McLean Hospital Background and History

McLean Hospital is consistently ranked the preeminent freestanding psychiatric hospital in the world by US News and World Report and takes pride in putting people first in all that we do.

Since 1811, our fundamental purpose has been to improve the lives of people with mental illness and their families through our mission of clinical care, scientific discovery, professional training, and public education.

As a leading specialty hospital and a proud member of Mass General Brigham, we are dedicated to providing an extensive range of high quality, cost effective mental health services to a diverse population from across the United States and beyond our borders.

Located just outside Boston, Massachusetts, McLean's main tree-filled, suburban campus setting offers a unique therapeutic environment for those in need of psychiatric care.

Major clinical programs at McLean address a broad range of illnesses including depression, bipolar and psychotic disorders; mood and anxiety disorders; alcohol and drug abuse; Alzheimer's disease, and child and adolescent psychiatric disorders.

Additional information about McLean Hospital that may help in understanding the institution's vision and influence can be found at [mclean.org](https://www.mclean.org).