



RFP: Content Development and Delivery of an Accredited Electronic Continuing Medical Education Course for Prostate Cancer Specialists

Drafted: December 11, 2017 Revised: December 18, 2017

Part 1: Overview Information

Participating Organization(s)	Prostate Cancer Canada
Request for Proposal	Content Development and Delivery of an Accredited Electronic Continuing Medical Education Course for Prostate Cancer Specialists
Description	Prostate Cancer Canada invites applications from service providers interested in the development, promotion and delivery of an accredited electronic Continuing Medical Education course targeting prostate cancer specialists, including urologists. The course will be made available in both English and French. The anticipated start date of the course will be April 2018 and the course will be made available for one year after launch.

Important Dates

Issue Date	January 15, 2018
Application Deadline Date	February 5, 2018
Notification Date	February 20, 2018
Project End Date	March 2019

Required Application Instructions

It is critical that all applicants follow the instructions outlined in the **Submission Information** section of this document (**Part 2: Section IV**). Conformance to all requirements is strictly enforced. **Applications that do not comply with these instructions may not be accepted for review.**

Part 2: Full Announcement

Section I. Funding Opportunity Description

Background

As the country's leading prostate cancer organization, Prostate Cancer Canada (PCC) is a nongovernmental and charitable organization with a mandate to develop and disseminate resources and services of the highest quality to engage, educate, and support all Canadians affected by prostate cancer. As such, PCC is uniquely positioned to reach Canada's key prostate cancer stakeholders through a breadth of well-established online and offline communication channels, including the engagement of physicians and urological specialists. In this capacity, PCC has a proven track record in providing accredited continuing education curricula that helps physicians continually improve their practice in response to emerging information; such as the introduction of new prostate cancer treatments. Once a given curriculum is completed, PCC in conjunction with the service provider, actively promotes enrollment throughout the Canadian medical community, and measures the success of courses using a combination of enrollment data and pre- and post-course surveys. PCC has, therefore, created this RFP for the selection of a service provider that can assist in the content development, promotion and delivery of an accredited electronic Continuing Medical Education (eCME) course, in both English and French, targeting specifically uro-oncologists and community urologists.

Objectives

The primary objective of this RFP is to identify and review the capabilities of existing online continuing education platforms that are equipped to assist PCC with the development, promotion and delivery of an accredited electronic Continuing Medical Education/Professional Development course with a reach in the Canadian medical community.

Description

With this funding opportunity announcement, Prostate Cancer Canada invites applications from service providers that have the capacity to develop interactive content and deliver an accredited eCME course targeting Canadian prostate cancer specialists, specifically uro-oncologists and community urologists. The course will be tailored to uro-oncologists and community urologists focusing on the post-diagnosis monitoring of prostate cancer and may cover topics that include:

- Use of PSA test in monitoring disease progression
- Active surveillance
- Understanding the non-metastatic castrate-resistant prostate cancer (nmCRPC) stage of disease journey, and
- How to effectively monitor for nmCRPC and metastatic CRPC, and when to intervene.

This course will also shed light on the importance of incorporating monitoring for nmCRPC into standard prostate cancer practice with a view ahead to the introduction of new drugs that will specifically target this short, but critical disease state.

Scope of Work

- Under the direction of a course faculty recommended by PCC, the service provider will develop course content and other materials in both English and French, and determine the best approach for the delivery of the content in an e-learning format.
- Using best practices in adult online learning, integrate appropriate software, accommodate

audio, including voiceover, and image development (source, design, or create illustrations, chart, diagrams, or videos), to ensure that the online course is interactive.

- Physicians who enroll in the course will receive Continuing Medical Education (CME) credits. This means that the course will have to undergo accreditation by the Royal College of Physicians and Surgeons of Canada and the College of Family Physicians of Canada beforehand, lending it full credibility in the eyes of the medical community and contributing to annual requirements for professional development.
- The course will be open for registration and made available for a period of one year following the launch date.
- Data collected should include enrollment, pre- and post-course participation surveys and feedback.

Service Provider

The described services are to be provided by one organization. The proposal is to include details on the service provider team members' background knowledge and experience. The proposal is also to provide clear evidence of the service provider's technical capacity and proven experience to promote and deliver the described services to the targeted audience.

Section II. Eligibility Information

Eligibility to Apply

Service providers submitting an application must be a legal entity and have the legal capacity to contract in Canada.

Number of Applications

Applicants may only submit one application.

Section III. Guidelines and Review Process

General PCC Guidelines

PCC reserves the right to amend the review process at any time. Any changes that are made to the process will not adversely affect the rigor and equity of the process. Every effort will be made to inform applicants of changes in a timely manner.

Evaluation

An internal review panel will be established to evaluate proposals submitted to this RFP. The review panel will make recommendations as to which proposal should be funded based on the following criteria:

1. Overall objective and extent of the proposed work plan for course development, promotion and delivery demonstrating a clear understanding of requirements
2. Qualifications and performance history of the applicant
3. Clear identification of approach
4. Justification of the proposed project budget (Costs to be shown only in Canadian funds with the total estimated amount of GST or HST to be shown separately, as applicable)
5. Feasible methodology to complete deliverables within project time frame
6. Proven track record in promotion and outreach to targeted audience

Conditions of Funding

Successful applicants funded through this funding opportunity must fully comply with the following conditions:

- The service provider will be required to submit to PCC a final report outlining the number of course participants, results of pre and post tests and feedback from participants.
- Payment will be made by submission of invoices – first payment will be made upon completion of the development of the accredited course and second payment upon completion of the course and delivery of the final report

The main deliverable for this project is the complete development, promotion and delivery of an accredited eCME course focusing on post-diagnosis monitoring for prostate cancer. The service provider will ensure the course content is suitably interactive and that it covers the necessary material.

A clear timeline commencing as early as March 2018 must be provided. The service provider will consult regularly with PCC during the development and delivery phases. The service provider will deliver an interim report on progress on all work activities, and a final report outlining the costs and course details including enrollment data, pre- and post-participation results and/or feedback.

Section IV. Submission Information

Application Submission Requirements

Your application must be submitted online by **5:00 PM (ET) on February 5, 2018**. Applications must be submitted to: carrie.chun@prostatecancer.ca

The proposal must include the following items, submitted in a single PDF document, with the headings used here:

1. Executive summary
2. Description of the relevant qualifications and experience of the applicant organization
3. Description of the proposed approach and work plan
4. Description of the proposed project team structure, key roles and reporting relationships and a brief summary of the relevant qualifications and experience of each candidate proposed for each key role
5. Detailed budget with justification including: salaries/honoraria, accreditation costs, electronic platform costs, promotion, etc.
6. Proposed work plan including a detailed timeline, a marketing/outreach strategy to targeted audience and a plan to offer the course in English and French;
7. Outline for the final report;
8. Contact information sheet: including name, organization, working address, telephone number and email address for: Project Lead, each candidate proposed for a key role, Senior Signing Officer and Institution Financial Officer;
9. Completed and signed Signature Page - RFP (attached on the following page)

The completed proposal should not exceed 2,500 words.

Contact Information

For questions relating to this RFP please contact: Carrie Chun at carrie.chun@prostatecancer.ca

For more information on this funding opportunity, visit prostatecancer.ca.



Signature Page- RFP

With these signatures, we, the undersigned:

- Will be responsible for any and all risk and liability related to the funded project and shall take all necessary measures to avoid any losses or damages to PCC, its successors, assigns, directors, officers and employees.
- Agree that there was no conflict of interest in preparing its application; and there is no foreseeable conflict of interest in performing the contractual obligations of the RFP. Where PCC discovers an applicant's failure to disclose all actual or potential conflicts of interest, PCC may disqualify the applicant or terminate any agreement awarded to that service provider as a result of this procurement process. Conflict of interest includes, but is not limited to, any situation or circumstance where:
 - a) in relation to the RFP process, the applicant has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including but not limited to
 - i. having or having access to information in the preparation of its proposal that is confidential to PCC and not available to other applicants;
 - ii. communicating with any person with a view to influencing preferred treatment in the RFP process; or
 - iii. engaging in conduct that compromises or could be seen to compromise the integrity of the RFP process and render that process non-competitive and unfair; or
 - b) in relation to the performance of its contractual obligations under the agreement, the applicant's other commitments, relationships or financial interests
 - i. could or could be seen to exercise an improper influence over the objective, unbiased and impartial exercise of its independent judgment; or
 - ii. could or could be seen to compromise, impair or be incompatible with the effective performance of its contractual obligations;
- Agree that any information provided in this proposal, even if it is identified as being supplied in confidence, may be disclosed where required by law or if required by order of a court or tribunal. The applicant hereby consents to the disclosure, on a confidential basis, of this proposal by PCC to its advisers retained for the purpose of evaluating or participating in the evaluation of this proposal.
- Will bear all costs associated with or incurred in the preparation and presentation of its proposal, including, if applicable, costs incurred for travel expenses associated with preparation for, and attending interviews and/or demonstrations.
- Certify that all information provided in the proposal including but not limited to the following:
 - The personnel proposed in the proposal is capable of satisfactorily performing the requirement described in the RFP;
 - Individuals proposed will be available until the completion of the work required, and any individuals proposed will only be replaced with the express approval of PCC;

- The work specified can be met in a timely manner, and will be achieved within the time frame and budget allocated;
- The proposal will remain firm for a period of 90 calendar days after the proposal closing date;
- The information provided in the resumes and supporting material submitted with the proposal, particularly as this information pertains to educational achievements, experience and work history, has been verified by the applicant to be true and accurate;
- Should a verification by PCC disclose untrue statements, PCC shall have the right to terminate the resulting contract should it occur, for default; and
- The applicant certifies that, should it be requested to provide services under any contract resulting from this procurement, the persons proposed in its proposal will be available to commence performance of the work as required by PCC and within the time specified within or agreed upon with PCC.

Project Lead:

Date:	Name and Title:	Signature:
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Institution Senior Signing Officer: I have authority to bind the Institution.

Date:	Name and Title:	Signature:
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Organization/Institution/Legal Entity: _____

This organization/institution has the necessary accounting systems and financial controls in place to manage PCC funds. _____

(initial here)

Institution Financial Officer:

Date:	Name and Title:	Signature:
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Please note that the submission of an electronic version of the signature page in PDF format is acceptable. Attach the completed signature page to your application by the deadline.