



AIRA

AMERICAN IMMUNIZATION
REGISTRY ASSOCIATION

Request for Information

Improving AIRA's Website
Organization & Usability

November 2019

Request for Information

The American Immunization Registry Association (“AIRA”) is initiating this Request for Information (RFI) to invite interested agencies and firms to submit details about their business. AIRA will use the information gathered during this RFI process to identify the organization it will contract with to improve the organization and usability of its website, www.immregistries.org.

Of those that respond to this RFI, approximately three will be asked to interview and one will be invited to contract with AIRA for an anticipated six-month project.

All costs related to the submission of the RFI must be assumed by the submitting agency. No expenses will be reimbursed.

Deadline

Required information is due at 5:00 PM eastern daylight time on December 13, 2019.

About AIRA

AIRA is a membership organization that promotes the development and implementation of immunization information systems (IIS) as an important tool in preventing and controlling vaccine preventable diseases. The organization provides a forum through which IIS programs, and interested organizations, individuals and communities combine efforts, share knowledge, and promote activities to advance IIS and immunization programs.

For the past 20 years, AIRA has served as a membership organization who’s diverse and extensive membership has included representatives from every state health department, as well as non-profit and for-profit organizations with a vested interest in immunizations and immunization information systems. In 2018, AIRA had 499 members representing 59 state/IIS jurisdictions, eight non-profit organizations, six IIS implementers, nine individuals, and eight for-profit organizations.

Since its inception, AIRA has developed a variety of resources and best practice guidance documents to address specific operational and technical issues critical to successful IIS program management. In addition, AIRA provides a number of trainings and educational opportunities by hosting webinars, regional workshops, and an annual national meeting for its members. These trainings are all with the goal of improving the planning, implementation and management of IIS. Over time, AIRA has become the leading authority for all things related to IIS.

About AIRA’s Website

[AIRA’s website](#) was last updated in early 2018 when the website was moved to a MemberClicks platform. Because of limited time and resources, AIRA was unable to assess the best way to organize the website to support usability. An important component of the website is the [Resource Repository](#), where over one thousand resources can be found, including guides, reports, and webinars.

AIRA desires for its website and repository to offer an intuitive experience for users to learn basic information about the organization itself, as well IIS topics, and be directed to more detailed resources in the repository. One challenge of the website and repository is that it can be difficult for users to find the information that they need. The website is currently organized to highlight the activities of AIRA (e.g., committees and specific projects) which can make it hard to browse the website by topic to find resources. An example of this is if a user wanted to learn about adding historical data into an IIS, they would either need to know to browse to our [Standards & Best Practices](#) webpage or they would need to know the correct terms to search in the repository for the [Importing Legacy Data to Improve IIS Saturation](#) guide. Neither is an intuitive process for our website users.

About AIRA's Website Users

AIRA has a relatively small group of website users (slightly over two thousand in September 2019). Most of the users are from the United States and are English-speaking. AIRA's website users are from both the public and private sector. Many users are members of immunization programs at state health departments, although there are also users from IIS vendor organizations and electronic health record organizations. These users from a variety of sectors have differing understandings of IIS and often use varying terminology related to IIS or immunization issues. Likewise, the users range from having little to no experience with IIS to having significant experience. AIRA seeks to describe, understand, and serve its website users more effectively.

Scope of Services

AIRA desires to improve the organization and usability of its website, so that it better meets the needs of its membership. Information sought on AIRA's website should be quickly and easily attained.

This project will consist of two phases:

- Phase 1: Perform a documented review and assessment of the usability of the AIRA website and repository. The assessment should include feedback from AIRA's current audience of website users about their needs and suggestions for improvement.

Based on feedback received from the audience, as well as the Contractor's own review, provide recommendations for improved organization, with a goal of offering users educational information about important IIS topics as well as links to key related resources.

AIRA is looking for usability analysis and recommendations for:

- a. Short-term improvements: What changes can we make to improve users' experience over the next six months?
- b. Long-term improvements: What usability changes can we make on a broader basis to improve users' experience?

Phase 2: Based on the recommendations that AIRA chooses to implement, provide consultation on the reorganization or changes to the AIRA website and repository (for example, developing a taxonomy for topics to better structure the website in a way that will make sense to our users). AIRA staff will implement the changes to the website and develop any new or revised content.

AIRA has approximately six months to complete this project and a budget between \$10,000 and \$15,000.

Estimated Schedule of Procurement Activities

Issue Request for Information	11/13/2019
Question & Answer Period	11/13– 12/6/2019
RFI Responses Due	12/13/2019
RFI Finalists Notified	12/20/2019
Interviews	1/6 – 1/8/2020
Notify successful Contractor and send notification via e-mail to unsuccessful candidates	1/13/2020
Finalize contract	1/20/2020

AIRA reserves the right to revise the above schedule.

Contact Information

All communication between interested parties and AIRA upon release of this RFI shall be with the Business & Operations Director, as follows:

Name: Amanda Dayton

E-Mail Address: admin@immregistries.org

Mailing Address: 1155 F Street NW Suite 1050, Washington, DC 20004

Phone Number: (202) 552-0208, Extension 406

The deadline for submitting questions concerning the RFI is 5 PM ET on December 6, 2019.

Action Required

Please return the following information in a single PDF via email to admin@immregistries.org using the subject line "AIRA RFI".

- Overview of interested individual or organization – to include years in business, name and contact information for key contact, and areas of expertise

- Organization leadership bio(s) – no more than one paragraph per individual
- Core capabilities and service offerings
- Active client list – including length of relationship (limit to one page)
- Relevant work examples
- Three professional work references

Please answer the following questions:

- Why should we select your organization for consideration?
- How will you better understand AIRA's website users' needs and usage history? Please describe your process for gaining this information and include approximate timelines.
- What is your process to perform a documented review and assessment of the usability of the AIRA website and repository? Please include approximate timelines.
- What is your process for developing recommendations for how AIRA can improve its website organization? Please include approximate timelines.
- What is the estimated cost to perform the work described above?
- What additional information do you need to finalize your cost estimate?

This information is due at 5:00 PM ET on December 13, 2019.

AIRA will notify the RFI finalists of their selection for an interview upon completion of the review process. Individuals or firms who were not selected for further negotiation will be notified separately by e-mail.