RFP Q&A Number: 810200-RFP-03 Q and A

**Project Title:** Interactive E-Learning

**Application Deadline 11:59 pm CST:** November 20, 2016

**Proposals must be emailed to:** 393RFP@aap.org

**Questions about this RFP must be submitted to the application email address above and will be accepted until:** November 4, 2016

**Responses to questions will post on:** November 11, 2016

**QUESTIONS AND ANSWERS**

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<th>Q1: Apart from the requirements in the RFP, are you currently facing any other challenges that you would like us to address in our response?</th>
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<td><strong>A1:</strong> We will be developing in-person training as well, and would be interested in suggestions for how we could potentially leverage the e-learning components to support in-person training.</td>
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<th>Q2: What is significant about this date of deployment? (February, 2017). Is it tied to another initiative?</th>
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<td><strong>A2:</strong> This is a grant-funded initiative and February 28, 2017 is the conclusion of our grant period. The majority of our budget for this project is allocated to this grant period.</td>
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<th>Q3: How many other vendors received the RFP?</th>
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<td><strong>A3:</strong> I am not able to respond to this question. The RFP is posted on aap.org as well as rfpdb.com. The AAP is committed to a competitive and fair process for assessing bids.</td>
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<th>Q4: Has the AAP worked with outside partners before on other custom content development efforts?</th>
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<td><strong>A4:</strong> Yes.</td>
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<th>Q5: Will the content be provided for free to the learners?</th>
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<td><strong>A5:</strong> Yes.</td>
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<th>Q6: What material currently exists that this course will be built from? (format, source files, video, images?)</th>
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<td><strong>A6:</strong> We have identified numerous resources that can support the development of content for this course. However, we do not have content that is already formatted to be directly plugged into the course, and will also need to create a fair amount of new content and resources. We would look to the consultant to provide instructional design guidance on the type and format for the content, and ideally to provide some editorial and stylistic support as well. We will work with subject matter experts to provide the content and there will also be 2 AAP staff members working on this project. We would also like to produce videos specifically for the course. For more details on the types of video we envision, please see 810200-RFP-04, video production services, available here: <a href="https://www.aap.org/en-us/about-the-aap/Pages/RFP-Opportunities.aspx">https://www.aap.org/en-us/about-the-aap/Pages/RFP-Opportunities.aspx</a>. E-learning vendors with video production capabilities are encouraged to respond separately to that RFP and to note in their proposal that they are doing so.</td>
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<th>Q7: Is the content at the end of the attached RFP the “Screening in Practices needs assessment”?</th>
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| **A7:** The content at the end of the RFP is a summary of all of the barriers identified through the needs assessment. We will work with the consultant and our subject matter experts to prioritize the key areas to
address in the course. We also have a full literature review, key informant interview, external environmental scan, and positioning report. These documents will be shared with the chosen consultant.

Q8: Please confirm you are looking for 1 course, that is searchable based on the specific learners needs/experience vs different courses based on different persona’s.
A8: We were envisioning one course that provides an assessment that directs learners to relevant content based on their needs. However, we are open to guidance from the consultant. Please explain your suggested approach in your proposal.

Q9: Please confirm you do not have a current LMS - and want the vendor to both create the content and host the solution?
A9: The AAP has a proprietary custom LMS, but it will not be used for this project. The consultant may host the solution so long as there are no ongoing hosting fees, or can develop a solution that can be hosted on AAP servers.

Q10: How many learners do you project will access this course?
A10: A rough goal is around 10,000 over 2-3 years.

Q11: Will AAP sign off on 1 SoW for all the phases?
A11: The contract will only go through Feb. 28, 2017. A new contract would be issued with the remainder of the scope, pending the availability of funding. We are in year one of a 3-year grant and expect to receive funding for year two (March 1, 2017-Feb. 28, 2018).

Q12: Are there any preferred authoring tools within AAP’s team?
A12: No, but please note that we do NOT envision this course as being primarily PowerPoint based. If the intent is for the e-learning course to be hosted by AAP, the final product must be compatible with our environment.

Q13: What is your preferred budget range that you need to stay within? (and is that for platform and content combined)
A13: We are not able to disclose the budget range for the project. The proposal should reflect the full cost of the project. We will provide subject matter experts to guide the content development; we would expect for the consultant to provide instructional design guidance on how to organize and present the content and for the consultant to provide the platform and program the content into the course. If your proposal is strong but the amount exceeds our budget, we will reach out to discuss a negotiated price/scope of work. Consultants are welcome to provide several options at different price points in their proposal.

Q14: Is AAP looking only for content services ie creating e-modules or also looking for a content delivery platform. If not, then what will be the delivery mode as to run e-modules on mobile app and web based tool they need to be in sync ed accordingly. If AAP is having its own content delivery platform, we would need its access to understand the same.
A14: We would like the consultant to provide instructional design guidance on how to organize and present the content, but we will provide subject matter experts to develop the content. The consultant must provide the content delivery platform and program the content into the course.

Q15: For any e-learning module or content LRS (Learner Record System) keeps track of performance of an individual. There are 2 types of LRS packages recommended TinCan and Scorm, need clarity on the same.
A15: The AAP has its own proprietary LMS and tracing, but this system will not be used for this project. Assuming Tin Can and SCORM are Microsoft compatible products, please provide some further information regarding both products, and your preference.
Q16: We are a content digitization and company and primarily works with client to have a better understanding on content flow. Will AAP provide SME services or do we have to manage it?

A16: We would like the consultant to provide instructional design guidance on how to present the content, but we will provide subject matter experts to develop the content.

Q17: Role of Google Analytics - If the final e-modules or e-learning content is being delivered in a secured access on mobile apps and web platform, where does AAP is considering to integrate google analytics. As in a secure access, system can keep track of user activity on the platform.

A17: Google Analytics can be used in both secured and unsecured as it’s just a java applet – and it is the desire of the AAP to capture website usage/access analytics of the entire e-learning course.

Q18: Application implementation - Will AAP provide servers to implement the application or do we need to host it on our server?

A18: The consultant may host the solution so long as there are no ongoing hosting fees, or can develop a solution that can be hosted on AAP servers.

Q19: How will success of this solution be defined? How will it be measured?

A19: We plan to secure an evaluation consultant to help us refine how our activities will be measured, but anticipate that we will evaluate this solution based on usage, response to survey questions regarding the perceived usefulness of and practice change outcomes resulting from the activity, and results of built-in quiz questions. We are open to other recommendations.

Q20: As this is a Grant – what is the budget range you need us to scope to (could vary greatly from $50k to $5million so we want to manage expectations).

A20: We are not able to disclose the budget range for the project, but I can share that $5 million would far exceed our budget. If your proposal is strong but the amount exceeds our budget, we will reach out to discuss a negotiated price/scope of work. Consultants are welcome to provide several options at different price points in their proposal.

Q21: In lieu of a Proposal, would you be open to us conducting a free Savvy Start to better scope the work? This could be conducted virtually in a few hours. If a Savvy is not an option, we would welcome the opportunity for a phone call to better understand how to scope and price this work.

A21: We can only respond to questions in writing. However, once a consultant is selected, we will hold conference calls to define the work in greater detail prior to finalizing the scope of work for the contract.

Q22: What other materials may we access to better assess the content and performance outcomes?

A22: Once the contract is awarded, we will provide the full needs assessment results and a draft outline for the course. Below is the initial list of potential topics that we are providing to our subject matter experts for their review. Please keep in mind that this is not a final outline; I am sharing this to provide a better sense of the potential scope and type of content. We envision this course as focused on implementation and behavior change—not just knowledge change. Ultimately, the performance outcome is for users to implement screening, referral, and follow-up for maternal depression, developmental milestones, and social determinants of health in accordance with AAP guidelines (see the following AAP Policy statements for the guidelines- Identifying Infants and Young Children with Developmental Disorders in the Medical Home: An Algorithm for Developmental Surveillance and Screening (2006, Reaffirmed 2010 and 2014); Incorporating Recognition and Management of Perinatal and Postpartum Depression into Pediatric Practice (2010, reaffirmed 2015); Early Childhood Adversity, Toxic Stress, & the Role of the Pediatrician: Translating Developmental Science into Lifelong Health (2012); Poverty and Child Health in the United States (2016))

Draft list of topics:
Background
• Key terms
• Screening recommendations
• Importance of screening, referral and follow-up, including the evidence base
• Context for screening
• Communicating with families about screening, referral, and follow-up in an effective, sensitive, and culturally aware manner
• Team-based approach to screening
• Legal considerations and avoiding unintended consequences

Screening
• Importance of using a validated tool
• Selecting an appropriate screening tool based on practice needs and characteristics
• Accessing training on implementing your selected tools
• Assisting parents with language barriers, low literacy, or other challenges in completing screenings
• Communicating with families about difficult and sensitive topics
• Identifying and fostering family strengths and protective factors

Referral and Follow-up
• Determining when a positive screen warrants a referral
• Discussing a positive screen with the family
• Identifying community resources and building referral relationships
• Motivating and assisting families to complete referrals
• Matching patient needs with appropriate referrals
• Supporting families when referral resources are limited
• Finding resources to support children who are at-risk but do not qualify for EI
• Effective processes for communicating with other providers, systems, and/or service providers caring for the child
• Navigating HIPAA/FERPA challenges
• Collecting feedback on families’ experiences with providers and agencies they were referred to

Workflow
• Establishing a process/workflow for screening, referral, and follow-up
• Use of EHR, registries, and/or other technology to support screening, referral, and follow-up
• Maintaining confidential documentation of screening results (maternal depression and social determinants of health)
• Securing payment for screening, referral, and follow-up

Q23: How much content should we estimate to be included in the solution? Please estimate overall user time for budgeting purposes.
A23: We would look for guidance from the consultant on what would be appropriate given the audience and objectives. For the purposes of the proposal, please estimate 3 hours for the full course as that would likely be the maximum length (This would not include time the user might spend gathering information, meeting with staff, or doing other implementation activities in their practice associated with the modules).

Q24: Of that, how much content already exists? Would need to be modified in modality? Would need to be created?
A24: We have identified numerous resources that can support the development of content for this course; however, it will all have to be adapted, modified, and/or re-purposed for this project, and there will be a fair amount of new content development. We would look to the consultant to provide instructional design guidance on the type and format for the content, and ideally to provide some editorial and stylistic support as well. We will work with subject matter experts to provide the content and there will also be 2 AAP staff members working on this project. We would also like to produce videos specifically for the course. For more
details on the types of video we envision, please see 810200-RFP-04, video production services, available here: https://www.aap.org/en-us/about-the-aap/Pages/RFP-Opportunities.aspx. E-learning vendors with video production capabilities are encouraged to respond separately to that RFP and to note in their proposal that they are doing so.

Q25: What percentage do you anticipate per modality?
A25: We would look to the consultant for guidance on this. Please see 810200-RFP-04, video production services, available here: https://www.aap.org/en-us/about-the-aap/Pages/RFP-Opportunities.aspx, for our initial thoughts on video components.

Q26: What expectations, if any, have been set for the length of the first 2-3 modules to be delivered by the end of February.
A26: We have not set any expectations. For the purposes of the proposal, you may estimate 3 hours for the total course (this would not include time the user might spend gathering information, meeting with staff, or doing other implementation activities in their practice associated with the modules).

Q27: For each challenge, is there a documented best practice for addressing the challenges? If best practices are to be determined, what are the estimated number of subject matter experts that would lead to successful adoption of elearning solution? If best practices exist, have they been delivered via performance support or instructor lead (virtual or in-person). What was the approximate seat time, if instructor led.
A27: We have identified best practices for most of the challenges via our needs assessment. For some challenges, there is not a specific solution but there are potential work-arounds. There is not always a one-size-fits all approach, but there are different options that might work for different types of practices. We will engage 2-3 subject matter experts in helping to develop the content and 2 AAP staff will be dedicating part of their time to the project. We do not have an existing training that covers all of this content. Various resources have been identified that each cover a portion of many of the content areas.

Q28: What percentage of the content would be best served as performance support (on demand, searchable) and what percentage is geared toward changing physician (or physician assistant) behavior?
A28: I am not sure I understand the distinction. I would guess that roughly two-thirds of the content would be focused on behavior change/implementation, and the rest would be focused on knowledge and motivation. We would want the tools and resources that support behavior change/implementation to be easy to refer back to for performance support.

Q29: What inputs will be provided by client? Will we be collaborating with SMEs or developing approach from content inputs (with no collaboration from SME)?
A29: We will engage 2-3 subject matter experts in helping to develop the content and 2 AAP staff will be dedicating part of their time to the project. The SMEs and staff will also identify some existing content inputs that we would look to the consultant to help re-purpose for the course. We will rely on the consultant for guidance on appropriate length, format, and organization of content.

Q30: You have provided some inputs regarding domain and challenges. Will that be the base from which we will develop content or are those considerations for us to include in our approach and the SME will be responsible for providing bulk of content?
A30: Considerations to include in the approach. We will engage 2-3 subject matter experts in helping to develop the content and 2 AAP staff will be dedicating part of their time to the project. The SMEs and staff will also identify some existing content inputs that we would look to the consultant to help re-purpose for the course. We will rely on the consultant for guidance on appropriate length, format, and organization of content.

Q31: What is volume or length of this program? 1 hour? 2 hours? etc What is duration of modules? Is this already defined or will we be defining this with SMEs inputs?
A31: We would look for guidance from the consultant, with SME input, on what would be appropriate given the audience and objectives. For the purposes of the proposal, please estimate 3 hours for the full program as that would likely be the maximum length (this would not include time the user might spend gathering information, meeting with staff, or doing other implementation activities in their practice associated with the modules).

Q32: We assume that we are able to define tools, platform, cost based on our assumptions per hour of learning. Please confirm.
A32: Yes, that approach would be fine.

Q33: With respect to hosting, we believe the RFP is referring to "ongoing hosting fees" designed for AAP's environment. Please confirm. Hosting charges will vary based on the volume and accessibility.
A33: Applicants may propose to host the course on their own servers, but cannot charge a separate, ongoing monthly or annual hosting fee. If the solution is designed to be compatible with AAP's environment, our IT department will have the capacity to host without the grant project incurring ongoing costs.

Q34: We assume all learners will be connected to same system to allow SSO integration. Please confirm or advise.
A34: Yes, this is correct.

Q35: Please advise on bookmarking of external reference links. We assume you want bookmarking at the page or module where users click on links. Please confirm or advise.
A35: Ideally, we would like users to be able to bookmark tools and resources provided in the course for easy reference. They could then return to a specific page or area within the course to access their list of bookmarks—like a Favorites list.

Q36: Will we be supplied with a knowledge measurement algorithm in order to provide an automatic adaptable model for users signing in to the platform?
A36: I am not positive that I am correctly interpreting your question, but we envision having some sort of self-assessment available that users can take that would recommend certain portions of the course that would meet their needs.

Q37: In RFP, the Project Phase does not include "Platform development", do we need to consider that from Dec'16 to Feb'17 (which includes both content, design and prototype development)?
A37: That would be ideal. However, we recognize the timeline is tight. If that is not feasible, please provide what you would consider to be a realistic timeline. The majority of our budget for this project is allocated during our current grant year, which ends Feb. 28, which is what is driving the timeline.

Q38: We understand that you have completed a Needs Assessment exercise for this requirement. Based on your findings, have you identified any content sources for this training need?
A38: We have identified numerous resources that can support the development of content for this course; however, it will all have to be adapted, modified, and/or re-purposed for this project, and there will be a fair amount of new content development. We would look to the consultant to provide instructional design guidance on the type and format for the content, and ideally to provide some editorial and stylistic support as well. We will work with subject matter experts to provide the content and there will also be 2 AAP staff members working on this project. We would also like to produce videos specifically for the course. For more details on the types of video we envision, please see 810200-RFP-04, video production services, available here: https://www.aap.org/en-us/about-the-aap/Pages/RFP-Opportunities.aspx. E-learning vendors with video production capabilities are encouraged to respond separately to that RFP and to note in their proposal that they are doing so.

Q39: How are you currently developing training?
A39: This is a new project and would be the first training development we have done. We will simultaneously be planning in-person training. Organization-wide, AAP initiatives use a variety of approaches to develop training depending on their individual budgets, requirements, timelines, and the current capacity to take on training development in-house.

Q40: Is there any existing training available for this requirement? If yes, then how is it deployed?
A40: We have identified numerous resources that can support the development of content for this course; however, it will all have to be adapted, modified, and/or re-purposed for this project, and there will be a fair amount of new content development. We will work with subject matter experts to provide the content.

Q41: Are you currently using any Learning Management Systems (LMS) for deploying E-Learning? If not, then how do you typically deploy online training programs for AAP’s audience?
A41: We have a proprietary custom LMS, but it will not be used for this project. The consultant may host the solution so long as there are no ongoing hosting fees, or can develop a solution that can be hosted on AAP servers.

Q42: We understand that the resource needs to be adaptable for learners at various stages of implementation. Considering that this training is going to be part of a larger implementation, we would like to know if you envisage this training being part of a certification program eventually?
A42: We don’t envision this being part of a certification program; however, in the future, we will explore adding the ability for learners to receive Maintenance of Certification or Continuing Medical Education credit.

Q43: What would be the expected duration of the completed training program?
A43: We would look for guidance from the consultant, with SME input, on what would be appropriate given the audience and objectives. For the purposes of the proposal, please estimate 3 hours for the full course as that would likely be the maximum length (this would not include time the user might spend gathering information, meeting with staff, or doing other implementation activities in their practice associated with the modules).

Q44: Do you have a preference for any authoring tools for developing the e-learning content?
A44: No, but please note that we do NOT envision this course as being primarily PowerPoint based. If the intent is for the e-learning course to be hosted by AAP, the final product must be compatible with our environment.

Q45: Are pediatricians using the Blackberry OS frequently enough for the system to require compatibility?
A45: We will not require Blackberry OS compatibility.

Q46: Does a curriculum exist?
A46: Not currently, but we do have a draft outline of the content (See Q22).

Q47: Does any of the content already exist?
A47: We have identified numerous resources that can support the development of content for this course. However, we do not have content that is already formatted to be directly plugged into the course, and will also need to create a fair amount of new content and resources. We would look to the consultant to provide instructional design guidance on the type and format for the content, and ideally to provide some editorial and stylistic support as well. We will work with subject matter experts to provide the content and there will also be 2 AAP staff members working on this project. We would also like to produce videos specifically for the course. For more details on the types of video we envision, please see 810200-RFP-04, video production services, available here: https://www.aap.org/en-us/about-the-aap/Pages/RFP-Opportunities.aspx. E-learning vendors with video production capabilities are encouraged to respond separately to that RFP and to note in their proposal that they are doing so.

Q48: Who will be producing content?
A48: We will be engaging 2-3 subject matter experts to work with AAP staff and the consultant to develop content.

Q49: Does a similar system exist online?
A49: There are many high-quality, interactive e-learning courses in existence, but none that we are aware of that address this content area.

Q50: Is a system being replaced or will this be starting from scratch?
A50: This will be starting from scratch.

Q51: How many people are going to use this?
A51: A rough goal is around 10,000 over 2-3 years.

Q52: Will we have access to stakeholders?
A52: Yes. We did key informant interviews as part of our needs assessment and would provide those reports. If you needed us to identify stakeholders to serve as reviewers, testers, etc. we could do so.

Q53: How will they measure success?
A53: We plan to secure an evaluation consultant to help us refine how our activities will be measured, but anticipate that we will evaluate this solution based on usage, response to survey questions regarding the perceived usefulness of and practice change outcomes resulting from the activity, and results of built-in quiz questions. We are open to other recommendations.

Q54: How will they get people to use this?
A54: We will use numerous mechanisms to promote the offering to our 64,000 members, including e-newsletters, listservs, our website, social media, and state-level Chapters.

Q55: Does this match shopAAP style guide?
A55: It should be seamless with aap.org.

Q56: Game-style learning - is this a third party plug-in or something we create from scratch?
A56: Game-style learning is not necessarily a requirement, but a modality that we are interested in. The consultant would be responsible for either creating it from scratch or identifying the plug-in.

Q57: Is the intent for the consultant to create the content or just to create the platform for the content?
A57: We would like the consultant to provide instructional design guidance on how to organize and present the content, but we will provide subject matter experts to develop the content. The consultant must provide the platform and program the content into the course.

Q58: Is there an anticipated number of modules that will be created by the time the project is fully completed?
A58: We have not defined the total number of modules. We would look for guidance from the consultant, with SME input, on what would be appropriate given the audience and objectives. For the purposes of the proposal, please estimate 3 hours for the full program as that would likely be the maximum length (this would not include time the user might spend gathering information, meeting with staff, or doing other implementation activities in their practice associated with the modules).

Q59: Is the AAP open to using third party platforms to create activities that could be embedded into the new site? Educaplay would be an example of a site that allows you to create different activities and embed them into your site.
A59: We would be open to something like this so long as the experience within the e-learning was seamless and the activity fit the content and needs of our audience.

Q60: Degree of difficulty for creating animation, narration, game-style learning, simulation and interactive exercises could vary greatly based on a number of factors. Could the AAP provide examples of what they might be looking for for each of these types of items?
A60: We are not able to provide examples, but we are looking to provide an experience that would be more sophisticated than a series of narrated PowerPoint slides with quizzes. Consultants are welcome to provide several options at different price points in their proposal.

Q61: Will this be hosted in AAP’s datacenter or in ours?
A61: The consultant may host the solution so long as there are no ongoing hosting fees, or can develop a solution that can be hosted on AAP servers.

Q62: What is the expected amount of seat time and/or number of screens for the online learning experience and how many variations/different versions?
A62: We would look for guidance from the consultant, with SME input, on what would be appropriate given the audience and objectives. For the purposes of the proposal, please estimate 3 hours of seat time for the full program as this will likely be the maximum length. We are not anticipating different versions so much as different paths through the content—with more advanced users skipping over some of the content.

Q63: Will this be offered for continuing medical education (CME)?
A63: We hope to build the offering in such a way that we could add CME or MOC (Maintenance of Certification) credit in the future.