



REQUEST FOR PROPOSALS (RFP)

Interactive Dashboard for County and State Primary Care and Oral Health Profiles

Issued by Texas Health Institute

Release Date: June 2, 2025

Proposal Due Date: June 20, 2025

I. Introduction

Texas Health Institute is an independent non-profit public health institute committed to advancing the health of all.

We are seeking proposals from qualified contractors or firms with experience in data visualization, web design, and public health informatics to **design and launch a minimum viable product (MVP) of an interactive online dashboard**. At its minimum, this dashboard will present state and county-level profiles on primary care and oral health using key public data across 4–6 domains.

This dashboard will build upon the design, purpose, and functionality of the dashboard developed by the Texas Primary Care Consortium:

<https://www.txprimarycareconsortium.org/county-data>

This project represents the first phase of a multi-phase effort. In future phases, the dashboard may be refined and enhanced with additional data domains, deeper analytics, advanced functionality, or user experience improvements as new funding becomes available.

II. Project Purpose

The purpose of this dashboard is to provide a clear, accessible tool for stakeholders—including policymakers, clinicians, advocates, and public health professionals—to explore and leverage health-related data organized by geography and domain. This dashboard will serve as a resource for communication, planning, evaluation, and advocacy across Texas.

III. Scope of Work

The selected contractor will develop a streamlined MVP version of the dashboard, prioritizing core functionality and sustainable design. Required services include:

1. Dashboard Design and Development

- Develop a **user-friendly, interactive, and mobile-responsive dashboard**.
- Include data exploration at the county and state levels, including comparisons.
- Design with **accessibility best practices** (e.g., WCAG 2.2) in mind.
- Provide **basic interactive features**: dropdown filtering, county maps, simple charts.

- Provide the ability to export selected data and visuals to pdf or another format for printing

2. Data Integration

- Integrate data for all indicators (provided by Texas Health Institute team) across 4–6 selected domains (e.g., access to care, coverage, workforce, health outcomes).
- Use static or semi-static data formats (e.g., CSV, JSON) that can be manually updated.

3. Design Continuity

- Adapt and build upon the **look, flow, and core structure** of the Texas Primary Care Consortium dashboard with visual elements that are congruent with the Texas Health Institute website (<https://texashealthinstitute.org/>).
- Incorporate **basic visuals and maps** (e.g., bar charts, line graphs, and choropleth maps).

4. Stakeholder Testing (Limited)

- Conduct **at least one round of user feedback** from a small stakeholder group.
- Incorporate key changes prior to launch.

5. Documentation and Training

- Provide a **user guide and maintenance documentation**.
- Facilitate **one virtual training session** for staff to manage future content or data updates.

IV. Timeline

RFP Released – June 2, 2025

Proposals Due – June 20, 2025

Interviews – July 7 -10, 2025

Contractor Selection – July 11, 2025

Project Kickoff – July 29, 2025

Final Dashboard Delivered – October 16, 2025

V. Budget

The **maximum available budget for this project phase is \$50,000**, inclusive of all labor, tools, licenses, hosting, and associated costs. Proposals exceeding this amount will not be considered.

This contract is for Phase 1 only. As additional funding becomes available, Texas Health Institute may invite the selected vendor to lead future phases of the project. These phases may include, but are not limited to:

- Expansion of data domains and indicators
- Integration of trend data and predictive analytics
- Creation of administrative or dynamic update interfaces
- Enhanced visual storytelling or interactive reports
- Deeper disaggregation by population, geography, or payer, etc.

Vendors are encouraged to indicate in their proposals how their solution could be designed to **scale or accommodate future enhancements**.

VI. Proposal Requirements

Proposals should be 5 pages or less and include:

1. **Cover Letter**
2. **Organization Overview**
 - Relevant experience and qualifications, including:
 1. Experience with primary care or oral health data
 2. Experience with Texas data sources
 3. Experience with interactive data visualization for decision-making
 Similar experience and qualifications can be substituted. Please briefly describe the relevance.
 - Key personnel bios
 - Any prior experience, existing relationships, or potential conflicts of interest with Texas Health Institute, its board, or executive staff
3. **Approach and Methodology**
 - Clear explanation of proposed technical approach and scope
 - Use of cost-effective tools or open-source platforms
 - Optional recommendations for phased enhancements
4. **Timeline**
 - Realistic project plan aligned with this RFP's timeline
5. **Budget**
 - Itemized breakdown of costs within the \$50,000 cap
6. **Work Samples**
 - At least two examples of prior dashboards or public data tools
7. **References**
 - Contact info for at least two recent clients

Proposals may suggest **alternative or scaled-down solutions** that meet the dashboard's primary goals within budget. Creativity and resourcefulness are encouraged.

VII. Screening Criteria

Evaluation Factor	Weight
Experience and Expertise	20%
Design and Functionality Approach	15%
Understanding of Project Goals	15%
Budget Feasibility	20%
Timeline and Capacity to Deliver	15%
Work Samples	15%

VIII. Submission Instructions

Please submit proposals electronically in PDF format to:

Email: jatwood@texashealthinstitute.org

Subject Line: "RFP Submission – Primary Care & Oral Health Dashboard"

Deadline: 5:00 pm CT, June 20, 2025

Incomplete or late proposals will not be reviewed.

IX. Questions

Questions regarding this RFP must be submitted via email to ajacks@texashealthinstitute.org.

X. Disclaimers

THI reserves the right to:

- Reject any or all proposals
- Request clarifications or modifications
- Cancel or amend this RFP at any time
- Select a contractor based on best overall value and alignment with mission

XI. About Texas Health Institute

Since 1964, Texas Health Institute has served as a trusted, leading voice on public health and health care issues in Texas and the nation. Our expertise, strategies, and nimble approach make us an integral and essential partner in driving systems change efforts. We work across and within sectors to lead collaborative efforts and facilitate connections to foster systems that provide the opportunity for everyone to lead a healthy life.