

## Request for Proposals

### Educational Resource Design: Psoriatic Arthritis

#### INTRODUCTION

[The Society for Women's Health Research](#) (SWHR) is seeking an independent contractor to design a patient-focused toolkit for women living with psoriatic arthritis.

This RFP includes background of our organization and describes the purpose of the toolkit, its desired functionality, and specific requests related to the proposal. Proposals that meet consideration requirements shall include a timeline, estimated costs, and specific deliverables. Contractors are free to make suggestions within their proposal to enhance the functionality and appearance of the toolkit that amplifies our work and mission to diverse audiences.

***Potential for Future Work:*** SWHR may look to develop fact sheets and infographics based on this or other projects in our women's health portfolio. Therefore, contractors should note that there may be additional opportunities for future collaboration.

#### ORGANIZATION BACKGROUND

SWHR is a national nonprofit organization dedicated to promoting research on biological sex differences in disease and improving women's health through science, policy, and education. SWHR was founded in 1990 with the goal of addressing unmet needs and research gaps in women's health. SWHR is based in Washington, D.C.

#### AUDIENCE

SWHR has a broad audience that includes the science community (academic and medical), like-minded organizations in women's health, policy and advocacy, and pharma, and the general public (women, men, families, and the media). The primary audience for this toolkit is women living with psoriatic arthritis across the lifespan – from adolescent to midlife and senior women. We also look to engage women across diverse backgrounds (i.e., racial/ethnic, access to care, health literacy). Examples of [SWHR Resources and Toolkits](#) can be found on our website.

#### KEY PRIORITIES

SWHR'S priorities for this patient toolkit are as follows:

- I. **Layout and Organization:** SWHR will provide a content draft of the toolkit in a word document that reflects how we would like the toolkit to be organized and should give a sense of the scope of work requested for the design. Suggestions and special requests for certain design elements will be indicated using the comments feature (e.g., examples of image depictions, requests for tables/charts, comment boxes, or

specially highlighted content or stats). The final designed toolkit should be easy to navigate and allow people to find the information they need more intuitively.

- II. **Appearance and Inclusivity:** SWHR patient toolkits are designed to address diverse populations of women across the lifespan. Therefore, photos, visuals, and images that add a welcoming and inclusive tone to our materials are critical to the deliverable. SWHR prefers that this toolkit utilize stock photos rather than cartoon imagery, to complement a previous [fact sheet designed for the Psoriatic Arthritis Program](#); however, we appreciate contractor recommendations that would enhance the design and reachability of this toolkit.
- III. **Increased Functionality/Accessibility:** SWHR’s educational resources reach a diverse public audience with varying ability. Designers are not required to create 508-compliant documents, however, whenever reasonable and appropriate, inclusion of accessible-friendly features should be considered in the design (e.g., font size, margins, color contrast, use of text boxes and arrangements that allows for digital recognition and sequential reading).

## **PROPOSED TOOLKIT CONTENTS**

- I Understanding Psoriatic Arthritis
  - Autoimmune Disease and Women’s Health
  - Psoriasis and Psoriatic Arthritis
  - Common Condition Associated with PsA in Women
- II Managing Your Psoriatic Arthritis Care
  - Diagnosing Psoriatic Arthritis
  - Treatment Options for Psoriatic Arthritis
  - Deciding on a Treatment Plan
  - Talking to Your Health Care Provider
  - Navigating Insurance
- III Living Well with Psoriatic Arthritis
  - Psoriatic Arthritis Across the Lifespan
  - Wellness Tips for Women Living with Psoriatic Arthritis
  - Emotional Wellness and Seeking Support
  - Providing Care for Someone with Psoriatic Arthritis
- IV Resources for Women Living with Psoriatic Arthritis
  - Glossary
  - Select References
  - Support Groups and Organizations
  - Doctor’s Visit Worksheet

## **TIMELINE**

- RFP Response Deadline: July 18, 2022
- Contractor Selection: July 20, 2022
- Project Start Date: July 29, 2022 (Toolkit draft copy sent to designer)
- Project Completion: October 21, 2022
- Desired Toolkit Launch: November 2022

## **SUBMISSION INSTRUCTIONS**

Please provide the following information to SWHR Chief Science Officer, Dr. Irene Aninye, at [irene@swhr.org](mailto:irene@swhr.org) by no later than **July 18, 2022**.

- Contact Information
  - Company Name
  - Primary Point of Contact
  - Address
  - Email
  - Phone
  - Website
- Experience
  - Number of years in operation
  - Key relevant clients and dates in which you worked with them
  - Previous Projects
  - Examples of relevant projects (include URL links when possible)
  - References for up to 3 projects
- Budget Proposal
  - Project Team, as applicable (i.e., key/senior personnel, total number of individuals who will work on the project, and the distribution of roles and responsibilities)
  - Itemized cost estimate (i.e., hourly and/or flat rates, number of hours for project completion, additional purchases and costs)
  - Additional resources required to support the project (e.g., software, subscriptions, contract services)
- Project Proposal
  - Timeline for project completion
  - General overview of your design process (consultations, meetings, feedback, etc.)