

COLLEGE OF CHIROPRACTORS OF ONTARIO

REQUEST FOR PROPOSAL FOR WEBSITE AND SOCIAL MEDIA COMPLIANCE SCANNING SOFTWARE VERSION DATE: MARCH 27, 2019

Company Background

The College of Chiropractors of Ontario (CCO) is the governing body established by the provincial government under the *Regulated Health Professions Act, 1991 (RHPA)* and the *Chiropractic Act, 1991* to regulate chiropractors in Ontario in the public interest. Currently, there are approximately 4,900 members of CCO. CCO is responsible for:

- developing standards of admission to the profession through its registration processes,
- maintaining a public register with member information,
- investigating and disposing of complaints,
- prosecuting members, when necessary, through its Discipline and Fitness to Practise processes,
- developing regulations, standards of practice, policies and guidelines to govern the profession in the public interest,
- ensuring quality chiropractic care through its Quality Assurance program,
- improving doctor/patient relations through its Patient Relations program.

CCO is governed by a 16-member council composed of nine elected chiropractors and up to seven public members appointed by the government.

Project Overview and Requirements

There are approximately 4,900 members of CCO, many of whom have websites and social media accounts associated with their practices. Members are required to ensure that these websites and social media accounts are compliant with CCO standards of practice, policies and guidelines, in particular with respect to advertising and treatment claims.

CCO is seeking a software solution that scans members' websites and social media posts and flags terms and phrases that may be contrary to CCO standards of practice. This solution would be required to scan text and pictures/images for terms and phrases identified by CCO and flag them for further review and action by CCO.

The submission should include a methodology for the identification of target words and phrases and any recommendations for an independent survey to identify the nature and prevalence of problematic postings on websites and social media.

CCO would require the following functionality from this scanning software:

- easily, quickly and regularly scan all website content and public social media posts, including text and pictures/images (preferably including Facebook, Instagram and Twitter), as specified by CCO from an Excel list, other purpose-built database, or random scans,
- enter and change scanning terms and phrases as needed,
- push alerts when terms, images or phrases may be contrary to CCO standards of practice,
- pinpoint specific website URLs or social media posts where the identified terms, images or phrases appear for possible follow up by CCO with website or social media account owners, and
- conduct scans as often as required.

CCO also requires the vendor to train CCO staff or consultants in using the technology and provide ongoing telephone and/or onsite support as needed.

Anticipated Timeline

The request for proposal timeline is as follows:

Request for Proposal:	March 27, 2019
Deadline for Bidders to Submit Proposal:	May 10, 2019
Selection of Bidder:	May 16, 2019

How to Submit a Proposal

Interested applicants should submit the following no later than May 10, 2019:

- A description of your company that includes a general overview, names and credentials of individuals who would be working on this project,
- A description of your background, qualifications and similar projects on which you have worked,
- Any prior experience working with health regulators,
- A description of how you would approach and put into service a software solution for CCO,
- A description of how you would approach this issue and any other approaches you have that may not be part of this Request for Proposal,
- Costs and timelines for the project, including ongoing technology support and product upgrades, or ongoing licensing costs,
- Contact information,
- References.

CCO is not bound to accept the proposal with the lowest bid and reserves the right not to choose any respondent from this process.

Please submit applications to the following address:

Joel Friedman, Director, Policy and Research
College of Chiropractors of Ontario
130 Bloor Street West, Suite 902
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If you have any questions, please contact CCO at (416) 922-6355 x. 104. Thank you for your interest.