

REQUEST FOR PROPOSAL
National Radiation Oncology Research Needs Assessment
March 4, 2010

I. INTRODUCTION

A. About the Radiation Oncology Institute (ROI)

The Radiation Oncology Institute (ROI) was founded by the American Society for Radiation Oncology (ASTRO) to enhance and promote the critical role of the radiation oncologist in the world cancer community by supporting research and education on the lifesaving and quality of life benefits of radiation therapy.

The ROI will support research regarding new and existing treatments and outcomes assessment. It will conduct unbiased outcomes research to evaluate the efficacy and cost benefit of radiation therapy. It will mine existing data and explore feasibility of developing a database registry to evaluate capital investment, workforce and practice structures. This information will be published and disseminated appropriately to the public, providers, patients and other external appropriate constituents.

B. Confidentiality

All information contained in this RFP is confidential and should therefore, only be disclosed or distributed to those employees and/or agents of the vendor who are directly involved in the preparation of a response.

This document's only intended use is as a tool for the vendor in development of a specific response to the Radiation Oncology Institute RFP and should not be used by the vendor for any other purpose.

The vendor will not provide any of the information contained in this document to any other vendor, individual or organization, without specific written permission from the single point of contact, Ms. Cheryl Reinhardt. Unauthorized release of information may be cause for disqualification of the offending organization from possible vendor selection.

The ROI reserves the right to share with its representatives, and any contracted consultant, any and all responses to this RFP and any subsequent informational or contractual documents.

C. RFP Format and Response

Vendors shall address **ALL** aspects of the RFP and define methodologies in achieving the scope of services (III.A).

Inquiries and proposals should be directed to:

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Please send one unbound copy of the proposal plus seven additional copies of the proposal. Applications must be postmarked by April 16, 2010.

II. **SUMMARY STATEMENT**

In order for the Radiation Oncology Institute to establish a credible national research agenda, set priorities for fulfilling the agenda, and formulate sophisticated processes to implement research for the profession, it is important for the organization to conduct a full scale evaluation of research needs across the radiation oncology profession and other related industries. To ensure objectivity in the process, a third party source shall be retained to conduct the needs assessment.

The purpose of this RFP is to identify a vendor to perform a baseline needs assessment in which confidential opinions from thought leaders in the specialty can contribute to the process of setting a research agenda. Through a variety of methods including but not limited to interviews, focus groups, and surveys, a research agenda will be developed and ultimately implemented. After the radiation oncology research needs assessment is complete, the ROI Research Committee and Board will be able to identify research priorities and allocate funding accordingly. All vendors are requested to submit a response for the performance of a National Radiation Oncology Research Needs Assessment.

III. **REQUIRED PROPOSAL CONTENT**

A. **Scope of Services**

The National Research Needs Assessment will demonstrate to the radiation oncology community that a broadly cast net was used for the design of the research program. The needs assessment will help to formulate the long term vision of the Institute and engage the organization in a high level, thoughtfully constructed strategic research implementation. Since it is a baseline assessment, the needs assessment may be repeated in future years to measure progress and re-evaluate the research needs over

time.

The needs assessment will be far reaching and cut across a broad section of the radiation oncology community and constituencies. We expect that radiation oncologists, physicists, biologists, medical dosimetrists, etc., the RO industrial community, and ROI donors will be among the participants in the evaluation, as may be patients who have experienced radiation care. Community practice and hospital-based institutions should be included to gain a sense of private practitioners' views compared to those held by university faculty. Other audiences might include legislative officials, government agencies affiliated with medicine and the specialty, payers, and other medical specialties such as referring physicians.

This needs assessment will be completed in two phases: a qualitative evaluation to identify research needs to be followed by a broader-reaching quantitative evaluation to determine the significance, depth and breadth of the needs identified in the first phase. It is expected that the first phase of the Research Needs Assessment will be completed within six to nine months, with the delivery of a comprehensive document delineating the key findings. This report will be used to develop the research questions for the quantitative phase of the needs assessment. The second phase of the study should be completed within nine months of completion of the first phase, with delivery of a final report. Progress reports will be due on a quarterly basis throughout the course of the needs assessment.

B. Specific Requirements

All proposals must contain the following information:

1. Research plan. A complete description of the job including how the following key steps will be implemented:
 - a) Comprehensive review and understanding of the association and the profession.
 - b) Identification of key stakeholders.
 - c) Identification of research questions to be answered by the needs assessment.
 - d) Development of data collection instruments.
 - e) Communication with and involvement of ROI Research principals
 - f) Sampling and data collection.
 - g) Analyses and reporting.
2. Project timeline and cost. A project schedule should be supplied identifying beginning and end dates for each phase of work.
3. Biosketch and abbreviated CV of principal professionals who

may be assigned to the project.

4. A description of vendor qualifications and history of the firm.
5. References demonstrating a track record of experience in the application of social scientific methods and a thorough understanding of medical research. References should include agencies for which similar research needs assessments have been undertaken. Include names, addresses, telephone numbers and a brief description of project work activities completed.
6. Any additional information which the consultant deems appropriate.

C. Deliverables

The project deliverables include:

1. Quarterly progress reports.
2. Final Report on the Qualitative Evaluation (to include recommendations for quantitative instruments).
3. Final Report on the Quantitative Evaluation (to include recommendations for research priorities).

IV. VENDOR SELECTION PROCESS AND PROPOSAL EVALUATION

The ROI will evaluate all proposals. Two or three finalists may be requested to make oral presentations to an evaluation team. The evaluation team will recommend one of the finalists for final contract award. It is anticipated that final appointment of the selection consultant will be made by May 31, 2010.

Proposals will be evaluated utilizing the criteria summarized below:

- Qualifications, background and prior experience of the firm in conducting similar studies.
- Content and technical approach and understanding of the scope of the project.
- Overall project design and methodology.
- Cost as compared with level of effort to be expended.

The ROI reserves the right to reject any and all proposals should it be deemed in its best interest to do so. It is anticipated that the authorization to proceed with this contract will be issued prior to June 1, 2010. Completion of this contract will be

required within nine months of the signed contract. Phase II is subject to negotiation.