

# COLLEGE OF CHIROPRACTORS OF ONTARIO

## REQUEST FOR PROPOSAL (RFP) ADVERTISING, WEBSITES AND SOCIAL MEDIA LEARNING MODULE APPROVED BY COUNCIL: APRIL 20, 2022

### Purpose of this RFP

- (a) This Request for Proposals is issued by the College of Chiropractors of Ontario (CCO) to invite proponents to prepare and submit competitive submissions to develop a web-based Learning Module which would serve as a proactive strategy providing members information setting out CCO expectations when interpreting existing standards, policies and guidelines related to social media and advertising in the chiropractic practice.
- (b) CCO is seeking proponents that are qualified and experienced with development of web-based educational and learning modules to address the following objectives:
  - (i) Provides an overview of CCO relevant standards, policies and guidelines related to social media and advertising in the chiropractic practice in an engaging way
  - (ii) Sets expectations clearly to members, based on interpretations of existing standards, policies and guidelines
  - (iii) Shows examples from archived cases using common scenarios and examples derived from provided CCO materials in an interactive format
  - (iv) Tests knowledge and understanding of the members on the module components throughout the modules
  - (v) Provides proof of completion and print/save ability for end user
  - (vi) Can be hosted on CCO's web domain

### Project Summary

CCO has historically provided in person workshops to facilitate training and continuing education. With a shift to online and virtual attendance over the past two years, CCO is pursuing a model of e-learning through the development of a web-based learning module that can be accessed by its members through CCO's online member portal.

The proposed social media learning module would cover standards of practice, policies, and guidelines currently in force and specifically related to, among other things, scope of practice and advertising and include the use of CCO provide content aka "real world" examples that will be helpful to demonstrate and illustrate points and engage members throughout the module.

The requested scope includes interactive portions of the module (e.g., multiple choice quizzes) which allow for advancement through the program to ensure engagement and the use of mixed-media (videos, animation, static images, etc.) and a certificate of completion to be used to demonstrate participation by the user.

The successful proponent is expected to engage and work collaboratively with CCO staff and Council/Committee members throughout the development of this learning module through a series of workshops and meetings for the following:

- (i) Project kickoff
- (ii) Overview of CCO learning module requirements
- (iii) Storyboarding
- (iv) Scripting and delivery
- (v) User Acceptance Testing
- (vi) Project closeout

CCO will provide to the successful proponent the materials and documentation required to support the design and completion of the overall product.

### **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* to regulate chiropractors in Ontario. Currently, there are approximately 5300 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 standards of practice, regulations, policies and guidelines to govern the profession in the public interest,
- ensuring quality chiropractic care through its Quality Assurance (QA) 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.

### **Resources on Current Standards of Practice, Policies and Guidelines.**

All current standards of practice, policies and guidelines, related to social media and advertising, are currently posted on the CCO website at [www.cco.on.ca](http://www.cco.on.ca)

Specific attention should be paid to the following:

- [Standard of Practice S-001: Chiropractic Scope of Practice](#)
- [Standard of Practice S-016: Advertising](#)
- [Guideline G-016: Advertising](#)
- [Standard of Practice S-023: Health Care Claims in Advertising, Websites and Social Media](#)
- [Guideline G-023: Health Care Claims in Advertising, Websites and Social Media](#)
- [Guideline G-012: Use of Social Media](#)
- [Policy P-016: Public Display Protocol](#)

- [Public Display Statement](#)

### **How to Submit a Proposal**

- (a) Proponents must submit all submissions electronically to Joel Friedman, Deputy Registrar [jfriedman@cco.on.ca](mailto:jfriedman@cco.on.ca) and Dr. Katherine Tibor, Director of Professional Practice [ktibor@cco.on.ca](mailto:ktibor@cco.on.ca)
- (b) Submissions should be completed fully in a clear and comprehensible manner.
- (c) Submissions should be in English.
- (d) Submissions shall contain the following information:
  - (i) A description of your background, qualifications, and similar projects on which you have worked;
  - (ii) Examples of web-based learning modules that you have developed;
  - (iii) Any prior experience working with health regulators;
  - (iv) Bid price, including itemized costs and timelines for the project;
  - (v) References; and
  - (vi) Contact information.

### **Deadline for Submissions**

Proponents must submit by the Closing Date of **June 30, 2022, 4:00 pm**. Any submissions or portions thereof received after the closing for that submission shall be disqualified and not be considered for any reason. The proponent will submit all submissions within sufficient time to ensure its arrival before the applicable closing for that submission.

### **Conflict of Interest**

- (a) Each proponent will disclose to CCO any actual or potential Conflict of Interest in relation to the RFP
- (b) If a proponent would like to request a Conflict of Interest assessment to help it determine whether a Conflict of Interest exists or to propose mitigation measures, the proponent should request a Conflict of Interest assessment, no later than ten Business Days prior to Closing Date.
- (c) While CCO will endeavour to provide a Conflict of Interest assessment prior to the applicable Closing date, CCO makes no guarantees that it will do so nor makes any representation that it will provide a Conflict of Interest assessment.
- (d) If, at the determination of CCO in its discretion, a proponent is found to be in a Conflict of Interest that cannot be resolved or the proponent fails to disclose any actual or potential Conflict of Interest, CCO may, at its discretion, disqualify the proponent from the RFP process or terminate any agreement entered into with the proponent pursuant to this RFP Process.

### **Disclosure of Information**

- (a) The proponent hereby agrees that any information provided in its submissions, even where it is identified as being supplied in confidence, may be disclosed by CCO where required by law, order of a court, or tribunal. The proponent hereby consents to the

- disclosure, on a confidential basis, of its submissions by CCO to CCO's advisors retained for the purpose of evaluating or participating in the evaluation of the Submissions.
- (b) CCO will not return a submission or any accompanying documentation submitted by the proponent.
  - (c) Proponents will not use or incorporate into their submission any concepts, products or processes which are subject to copyright, patents, trademarks or other intellectual property rights of third parties unless proponents have, or will procure through licencing without cost to CCO, the right to use and employ such concepts, products and processes.
  - (d) All requirements, designs, documents, plans and information supplied by CCO to the proponents in connection with this RFP are and will remain the property of CCO. Upon request of CCO, all such designs, documents, plans and information (and any copies thereof) shall be returned to CCO.

### **Award**

- (a) CCO will contact the successful proponent within 60 days of Closing Date
- (b) CCO is not bound to accept the proposal with the lowest bid and reserves the right to not choose any proponent from this process.

### **Practical Considerations for Submission**

1. Product development:
  - Overall budget
  - Format (e.g., live action, animation, mixed media; live or recorded, interactive components, knowledge testing)
  - Scripting and delivery
  - Final production
2. Launching:
  - Platform of delivery: live or pre-recorded, interactive component; knowledge testing; proof of attendance
  - Announcements
  - Mandatory or optional
  - Tied to registration or CE requirements?
3. Monitoring Compliance:
  - Tied to registration or CE requirements
  - Mandatory or optional/recommended
  - Available for remediation purposes
  - Use in PPA
4. Gathering feedback, evolving and growing:
  - Ongoing product development and evolution to accommodate for evolving changes in technology and practice

## **Draft Program Outline**

The following should serve as a type of “Story-board” summary.

### **Introduction and welcome to the program**

#### **Who are we? Who are you?**

- CCO mandate
- QA mandate
- CCO council and governance model
- CCO Council and staff (generically presented to allow for future use acknowledging that changes in Council, committees and staff take place over time)

#### **Why are we here/presenting this? Why this information is important and why you should attend/participate/pay attention?**

- Explain the issues
- Set expectations
- Show good/bad examples from archived cases
- Outline consequences for compliance and non-compliance
- Test knowledge and understanding
- Opportunity to ask questions and gain clarification

#### **Goals and outcomes for participation**

- Public protection, fulfilling CCO and QA mandates
- Setting reasonable and appropriate expectations
- Provide an opportunity to proactively improve member behaviour
- Decrease poor performance on future PPAs
- Decrease complaints and/or referrals to discipline
- Opportunity to connect with members and provide proactive guidance

#### **History of chiropractic advertising in Ontario**

- Phone books; office signage; newspaper ads; office pamphlets
- Social media has changed everything!
- Trends in use of social media in chiropractic practice AND in regulatory health care in general

#### **Recent trends identified**

- Social media communications: what constitutes advertising: e.g., websites, homepage vs embedded pages, Facebook, Instagram, etc..., email newsletters, email blasts
- Challenges common to all regulated health professions and those specific to CCO; e.g.,

- CPSO recent decisions to “curb” MD behaviours;
- ICRC complaints (alerts) especially during the pandemic: scope of practice claims; health care claims; COVID\_19 opinions; vaccination information;
- Review of process and results found in initial Shankar investigations: sample analysis results; consequences; compliance and feedback
- Samples of good, the bad, the ugly... from the archives; including commonly asked questions of CCO and the standard/typical answers
- Sitting on the fence, navigating a fine line... self-reflection and identifying risky behaviours;
- Keeping a record of all communications with patients

### **Why comply?**

- The carrot vs the stick
- Public protection
- Ethical practice
- Core competency
- Avoid complaints and potential discipline
- Avoiding potential litigation

### **Consequences of compliance and non-compliance?**

### **Q&A**

### **Conclusions**

- Action steps
- Testing knowledge and understanding
- Gathering feedback
- CE credits