



## **Request for Proposals**

Wounds Canada: Wounds Canada Institute videos

May 10, 2023

### **Summary**

Wounds Canada, in an ongoing quality improvement initiative, is requesting proposals for video production services to enhance the education delivered by the Wounds Canada Institute.

The contract will cover the first series of 5 videos, with the opportunity to renew for additional series.

### **Submissions**

Deadline: May 31st, 2023 at 5 p.m. ET

Late submissions will not be accepted.

Submission by e-mail only to Addie North at [addie.north@woundscanada.ca](mailto:addie.north@woundscanada.ca).

### **Background**

Established in 1995 as the Canadian Association of Wound Care, Wounds Canada is a charitable organization dedicated to the advancement of wound prevention and management in Canada. We accomplish this by advocating for a population health approach that promotes best practices to support persons at risk of or living with wounds and their families, health decision makers and frontline clinicians. We develop and provide educational programs and resources as well as support research to further advance this holistic, risk-based approach. We foster relationships with interested individuals and organizations to expand and sustain a robust wound community in Canada that also has mutually beneficial global connections. Our goal is to reduce the prevalence and incidence of wounds of all types and the negative consequences they bring—including patient suffering and wasted health-care dollars.

The Wounds Canada Institute is a division of the organization that supports these goals by providing high-quality education to health-care providers through a wide range of programs and resources. An area we are currently looking to grow is our library of video resources for health-care professionals. To do so, we are looking for a professional videography studio to assist us in creating educational videos that will enhance our efforts to improve the lives of Canadians at risk for or living with wounds.



## **Overview**

The successful videography studio will be responsible for creating 5 high-quality educational videos (each approximately 5 minutes in duration) on wound care topics, in collaboration with Wounds Canada. The videos will be engaging, informative and accessible to a wide range of audiences, including health-care professionals, students, and people with wounds and their caregivers.

## **Scope Overview**

The specific activities required in this project include:

### **Pre-production**

**Planning:** Working with Wounds Canada to map out timelines, milestones and a final total budget.

**Concept and script development:** Working with Wounds Canada to develop video concepts, storyboards and scripts that align with our educational objectives, target audiences, timelines and budget.

**Location and other sourcing:** Working with Wounds Canada to locate and arrange for appropriate shooting location(s), actors, props and other equipment as required.

**Budget refinement:** Detailed budget breakdown once concept development, locations and extras are identified.

### **Production**

**Filming:** Filming the videos using top-level equipment to deliver high-quality results.

### **Post-production**

**Editing and post-production:** Activities to create final, polished video products, including editing, voice-overs, effects and graphics.

### **Distribution**

**Delivery:** Delivering to Wounds Canada final video products in a variety of formats as required.

## **Proposal Requirements**

Applicants should provide:

An overview of the videography studio's experience in creating educational videos, particularly in the healthcare or medical field. A portfolio and references are required.

Detailed cost breakdown for each stage of the project



### **Selection Criteria**

Wounds Canada will evaluate proposals based on the following:

- Experience and qualifications of the videography studio in creating educational videos, particularly in the healthcare or medical field
- Quality and relevance of previous work
- Reputation and references
- Proposed approach to concept development, filming, editing, and delivery
- Ability to meet the project timeline and deliverables
- Competitive pricing

Submission Instructions: Proposals should be submitted in electronic format (PDF) no later than May 31st, 2023 to [addie.north@woundscanada.ca](mailto:addie.north@woundscanada.ca). Please include “Proposal for Wounds Canada Educational Videos” in the subject line.

Questions and Clarifications: All questions or requests for clarification regarding this RFP should be submitted in writing to [addie.north@woundscanada.ca](mailto:addie.north@woundscanada.ca). Wounds Canada will respond to all questions in writing and may provide additional information or clarification to all vendors who submit proposals.

Thank you for considering this opportunity to work with Wounds Canada on this important initiative. We look forward to receiving your proposal.