

# Request for Proposal (RFP) for Health Insurance Website Development

## Introduction

Saudi Enaya, a leader in the health insurance sector, invites proposals from qualified software development firms for the development of a comprehensive website. This website aims to enhance our customer experience by offering a range of features for effective online management of health insurance services, complementing our mobile application.

## Project Overview

The website should serve as an interactive, informative, and secure online platform that aligns with the functionalities of the mobile application. It should cater specifically to web-based user interactions and requirements. Key functionalities should include:

1. **User Registration and Profile Management:** Secure user sign-up and profile management capabilities.
2. **Policy Information and Comparison:** Detailed descriptions of insurance policies with comparison tools.
3. **Online Quote Generation:** Ability for users to request and receive insurance quotes.
4. **Policy Purchase:** Integration of secure online payment options for policy purchases.
5. **Claims Processing and Document Management:** Online submission and tracking of insurance claims with document upload features.
6. **Online Customer Support:** chat bot, comprehensive FAQ section, and customer support features.
7. **Policy Renewal:** Online notifications and processes for policy renewal.
8. **Provider Network Database:** Interactive database of healthcare providers with advanced search functions and map integration.
9. **Multi-language Support and Localization:** Catering to a diverse user base with multiple language options.
10. **Educational Resources:** In-depth educational content, articles, and video guides on insurance topics.

11. **Social Sharing and Engagement:** Features for users to share content and engage with the community.
12. **Compliance with Data Protection Regulations:** Ensuring robust security measures for user data protection.
13. **Advanced Analytics and Reporting:** Tools to collect and analyze user data, with reporting capabilities.(Google Analytics)
14. **Dynamic Content Management:** A content management system for real-time updates and policy changes.
15. **SEO and Web Accessibility:** Ensuring the website is optimized for search engines and accessible to all users. (Google AdSense)
16. **Responsive Web Design:** Compatibility across various devices and browsers including mobile phones.

## Vendor Qualifications

We are seeking proposals from firms with:

- Proven experience in developing comprehensive and interactive websites, especially in the insurance or healthcare sector.
- Strong portfolio demonstrating expertise in responsive web design and user-friendly interfaces.
- Capability to implement advanced web functionalities and compliance with data protection regulations.

## Proposal Submission

Proposals should include:

- An overview of your company and suitability for the project.
- Detailed methodology and technical approach for website development.
- A portfolio of previous similar projects, including references.
- Project management and communication plan.
- Team composition and experience of key members.
- Estimated timeline for project completion.
- Support and maintenance plans post-development.

## Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with the listed requirements.
- Quality and relevance of previous work.
- Effectiveness of proposed methodology and technical approach.
- Qualifications and experience of the team.
- Cost-effectiveness and overall value.

## Submission Deadline and Contact

Proposals must be submitted by the 28th of January, 2023. Questions should be directed to Mr Khaled AlHarbi, [khaled.alharbi@saudienaya.com](mailto:khaled.alharbi@saudienaya.com).

## Terms and Conditions

- Saudi Enaya reserves the right to accept or reject any proposal.
- Submission indicates acceptance of the terms of this RFP, unless clearly noted otherwise in the proposal.