



College of Dental Technologists of Ontario
Ordre des Technologues Dentaires de l'Ontario

REQUEST FOR PROPOSALS

Access to Dental Technology (ADT) Project

Communication and Marketing Consultant for Applicant Engagement

Client: The College of Dental Technologists of Ontario

&

Canadian Alliance of Dental Technology Regulators

Solicitation Number: ADT - 006

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1. Background

1.1 Organization Overview

The College of Dental Technologists of Ontario (CDTO), the “College”, is a regulatory body established under the Regulated Health Professions Act, 1991 to ensure the competency and accountability of dental technologists practicing in the province of Ontario. The College’s mandate is to be a responsible and responsive system of effective regulation to act in the public interest and inspire public confidence and trust.

CDTO is a member of the Canadian Alliance of Dental Technology Regulators (CADTR). CADTR is the national federation of dental technology regulators in Canada. It is comprised of regulatory bodies (all ADT project partners) that have been established and mandated by their respective provincial governments to regulate the practice of dental technology and govern their regulated members in 7 out of the 13 jurisdictions in Canada. They include:

- College of Dental Technicians of British Columbia (CDTBC)
- College of Dental Technologists of Alberta (CDTA)
- Dental Technicians Association of Saskatchewan (DTAS)
- Ordre des techniciens et techniciennes dentaires du Québec (OTTDQ)
- New Brunswick Dental Technicians Association (NBDTA)
- Nova Scotia Dental Technicians Association (NSDTA).

The profession of dental technology is also regulated in Newfoundland and Labrador but not yet regulated in Manitoba (also an ADT project partner), Prince Edward Island, Yukon, Northwest Territories and Nunavut.

The CADTR members have mandates to serve and protect the public and fulfill this by ensuring individuals seeking registration to practise dental technology meet standard qualifications in education and professional competencies. CADTR’s focus is on national issues and to advance the profession of dental technology. CADTR operates as a forum for the exchange of information between regulating bodies and to assist them in fulfilling their mandate.

1.2 ADT Project Overview

ADT Project—underway through the auspices of CADTR and funded by the Government of Canada—aims to create efficient, standardized, and harmonized credential-assessment and licensure processes for Internationally Educated Dental Professionals (IEDPs). The processes must be fair, transparent, consistent, valid, and efficient for both IEDPs and Canadian-educated candidates. By improving labour market integration of internationally educated candidates, the project outcomes will protect the interests of the Canadian public by ensuring there is an adequate number of qualified and competent registered dental technologists/technicians to meet the demand of patients seeking their services.

The ADT Steering Committee (SC) serves as the oversight body for the ADT project to deliberate, make decisions, advise, provide strategic oversight, and to serve as the primary advocate for this project.

2. Environmental Scan on State of Dental Technology Profession and Uptake

Registered dental technologists/technicians can practice dental technology and use the protected title, for example Registered Dental Technologist (RDT) in Ontario. However, unlike other health professions, such as dentistry, the practice of dental technology is not a “Controlled Act” and is in the public domain. This means that anyone can perform the technical aspects of the design, construction, repair or alteration of a dental prosthetic, restorative, or orthodontic device as long as his or her work is supervised by a registered dental technologist/technician or dentist (may vary slightly by jurisdiction). Individuals practising the profession under supervision are referred to as “dental lab assistants”.

Environmental scans indicate that in some areas of the country, particularly the high-population provinces of Ontario and Quebec, there is anticipated to be an increased demand for dental technology services as the need for restorative and more complex dental work rises with an aging population.¹ At the same time the profession is facing a critical shortage of licensed dental technologists to practice dental technology and supervise the work of dental lab assistants. This is due, in part, to retirement, as many of the provinces are reporting that between 40-60% of their members are aged 50 and over (BC – 59%, ON – 54% and QC – 40%) and a low licensing ratio of domestic graduates from dental technology programs. Even if each year all graduates became registered members, they would not replace the large group of members of retirement age.

Another applicant pool identified are highly skilled internationally educated dental technology professionals (IEDTPs). The number of IEDTP inquiries differs significantly from the number of IEDTP applicants. In 2015-2016 BC received 132 inquiries of which 66 completed the application process and in Ontario 60 inquiries were received of which 5 completed the application process.

This combination of demand and inadequate supply of licensed dental technologists may impact the patients’ health as a result of inadequate supervision and lack of assurance that dental prostheses and appliances meet minimum quality standards.

Surveys and focus groups indicate that there is a large population of dental lab assistants, domestic and IEDTPs, of which many may meet the necessary registration requirements to be licensed to address the supply shortage. However, they do not pursue licensure for varied reasons such as: the inherent role of and workforce demand for dental lab assistants; the

¹ The Government of Canada's December 2016 Explore Careers - Outlook Report for NOC 3223-B (dental technology).

existing regulatory framework; expensive examination processes and low pass rate; low awareness of benefits of licensure.

To ensure we have enriched awareness and preparedness of highly skilled newcomers searching for professional level jobs in dental technology and an increased and sustainable supply of highly skilled newcomers to provide services to Canadians, it is recommended to create communication and awareness tools and campaigns directed to unregulated and regulated dental technology workers, employers, and the public.

3. Scope

The primary objective of this Request for Proposal (RFP) is to engage a Consultant to develop and implement an applicant engagement strategy to engage domestic and internationally educated and/or trained applicants. The strategy must include pre-arrival engagement of internationally educated dental technology health professionals and dental lab assistants currently working in the dental technology field. The strategy should also include training, stakeholder meeting facilitation and knowledge transfer to ensure that the ADT team and CADTR have the necessary skills to implement and sustain the final plan.

The applicant engagement strategy will ensure long-term sustainability after project funding for this initiative is completed on March 31, 2019.

4. Deliverables

The applicant engagement strategy initiative must be completed by March 31, 2019 and include:

1. An actionable project plan that encompasses the activities and milestones to March 31, 2019 for review and approval by the ADT Communications Committee and Steering Committee.
2. Development of a “Call to Action” which addresses the shortage of fully licensed dental technologists within Canada.
3. Identifying stakeholder groups and implement appropriate methods of communication, including social media and in-person engagement (i.e. townhall).
4. Developing a long-term operationally sustainable applicant engagement strategy, including recruiting and training a CADTR communications team, to be approved by CADTR.
5. Establishing appropriate performance indicators for reporting purposes and to guide future reviews and updates to the strategy.
6. A comprehensive report that includes methodology and outcomes that will be submitted that can be used for reporting purposes to the project funder.
7. Facilitation of 1 to 2 in-person applicant engagement sessions within a preset budget.

5. Price

Bids are not to exceed \$7,910.00 CAD (maximum bid amount), this is inclusive of all applicable taxes.

Estimated travel costs, incidentals, and other possible costs (inclusive of HST), fall outside of the maximum bid amount.

6. Assumptions

- CDTO reserves the right to:
 - refuse all proposals received
 - enter into negotiations with Bidders on any or all aspects of their proposal;
 - accept any proposal in whole or in part without negotiations;
 - cancel and/or reissue this RFP at any time;
 - seek clarification and verify any or all information provided with respect to this RFP; and
 - negotiate with the sole compliant Bidder to ensure best value to CDTO.
- The bidder certifies that the persons proposed in its proposal will be available to commence performance of the work as required and at the time specified within or agreed to.
- As part of signing the contract, the consultant will undertake to respect the confidential nature of CDTO, CADTR and the Funding Agreement documentation and content.
- All information in the possession of the consultant shall be completely and permanently destroyed in accordance with any instructions issued by CDTO.
- The bidder agrees to and understands that confidential information supplied to the College may be disclosed by the College where the College is obliged to do so under the *Freedom of Information and Protection of Privacy Act (FIPPA)*, by an order of a court or tribunal, or as otherwise required at law.
- The Bidder shall notify CDTO immediately after they become aware that a breach of any provision of this contract governing the protection of personal information has occurred.
- Any intentional breach by the Bidder of any provision of this contract governing the protection of personal information constitutes a fundamental breach of contract such that the contract may be terminated by CDTO.
- No part of this project is to be subcontracted without prior permission of CDTO and CADTR.

- Communications are expected to be offered in both official languages as required (French and English).
- Translations will be arranged through CDTO. The Bidder should indicate in their proposed work plan where translation services may be required.
- Any travel required to complete the described work or present findings to key stakeholders must be preauthorized.
- Travel expenses will be reimbursed at cost in line with the ADT and CDTO policies.
- Reasonable expenses including travel, accommodation, meals and other expenses will be outside of the bid amount.
- Bids are not to exceed \$7,910.00 CAD, inclusive of applicable taxes (exclusive of estimated travel costs).
- Contracts, letters of agreements, Invoicing and payment terms will be in accordance with CDTO policies.
- Note that the lowest bid will not necessarily be awarded the contract.

7. Proposal requirements and deadline

7.1 Proposal Requirements

The proposal must include the following components:

1. An introductory section that describes the intended methodology and shows that the applicant clearly understands the scope and intent of the project and how to approach this type of work.
2. A brief account of any similar projects the applicant has completed in the past with specific attention to those dealing with regulatory/professional licensing agencies in Canada or other not-for-profit organizations (list any prior experience with Government of Canada funded projects).
3. A general work plan and timeline.
4. Total bid price to complete deliverables (excludes travel expenses) + estimated applicable taxes (shown separately).
5. Projected travel costs, incidentals, and any other possible costs that fall outside of the bid price + estimated applicable taxes (shown separately).
6. Three references from organizations for which you have completed similar work in the past five years.

7.2 Preparation of Proposals

- Proposals must address all the requirements of this RFP.
- The proposal is not to exceed ten (10) pages in length (curriculum vitae not included).
- All prices within the bids must be in Canadian funds and any applicable taxes are shown separately.
- The Bidder's name and return address, the solicitation number and the RFP closing date should be clearly visible on documents containing the proposal. Proposals submitted in response to this RFP will not be returned.

7.3 Proposal Deadline and Submission

Proposals are to be received no later than Friday November 30, 2018 at 5:00 p.m. EST.

- Proposals are to be sent by email to the Project Administrator, Rose Far at rfar@cdto.ca.
- Questions regarding the RFP are to be sent in writing to rfar@cdto.ca. No questions will be answered within 48 hours of the submission deadline.
- It is the Bidder's responsibility to ensure their proposal and all associated documents are received in full and on time. It is advised that Bidders send the proposal in advance of the closing time to ensure confirmation of receipt.

8. Evaluation criteria

Proposals will be evaluated based on the following criteria:

- 80% Technical Merit – Work Plan, Availability, Experience, References and Qualifications
- 20% Price

The basis of selection will be the highest combined rating of technical merit and price.

9. Conflict of Interest

“Conflict of Interest” includes, but is not limited to, any situation or circumstance where:

- (a) in relation to the RFP process, the Bidder has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including but not limited to (i) having or having access to information in the preparation of its proposal that is confidential and not available to other Bidders; (ii) communicating with any person with a view to influencing preferred treatment in the RFP process; or (iii) engaging in conduct that compromises or could be seen to compromise the integrity of the open and competitive RFP process and render that process non-competitive and unfair; or
- (b) in relation to the performance of its contractual obligations in a Client contract, the Bidder’s other commitments, relationships or financial interests (i) could or could be seen to exercise an improper influence over the objective, unbiased and impartial exercise of its independent judgment; or (ii) could or could be seen to compromise, impair or be incompatible with the effective performance of its contractual obligations;

The Bidder must declare: (1) there was no Conflict of Interest in preparing its proposal; and (2) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the RFP.

Otherwise, the Bidder must declare that there is an actual or potential Conflict of Interest relating to the preparation of its proposal, and/or the Bidder foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the RFP.

If the Bidder declares an actual or potential Conflict of Interest, the Bidder must set out details of the actual or potential Conflict of Interest in its proposal.

10. Client representative and receipt of notices

Project Administrator's Contact Information:

Rose Far
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Scarborough, ON
M4B 3V4

Email: rfar@cdto.ca

Telephone number: 416-438-5003 x227