AHRA
Buying Medical Imaging Tech – Dynamic RFP

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Ascendian Healthcare Consulting is a national leader in HIT Solutions...providing our clients professional healthcare expertise in the design, adoption and implementation of:

- Healthcare IT Project Management
- Patient Data Privacy and Security
- Health Information Exchange Policy, Planning and Rollout
- Enterprise Dose Management and Tracking Programs
- Vendor Neutral Archives Solutions
- Cardiovascular Information Systems (CVIS)
Topic of Discussion

- Selecting and Purchasing Technology
- Issues with RFP Legacy/Process
- Dynamic RFP Benefits
  - Accelerate Timelines
  - Create Level Playing Field
  - Weighting & Steering Committee
  - On-site Demonstrations
  - Vendor Discovery Sessions
  - Scoring Accuracy
- Questions & Discussion
The history of purchasing

- The Legacy RFP Process – Systematic Approach to:
  - Request
  - Receive
  - Score
  - Award
  - Time for an Overhaul
The Value of a Codified RFP

**When?**
- Strategic Initiatives
- High Cost/Value/Risk
- Politics. Period.
- Emerging Technologies

**Why?**
- Assesses Volatile Environment
- Analyzes Vendor M&A
- Evaluates Advancements in Technology Features & Benefits
- Streamlines Taskforce Consistency & Commitment
Dynamic RFP – Accelerated Timeframes

- Clearly stated objectives
- Clearly stated timeline
- Clearly stated constraints
- Clearly stated process
  - Participants
  - Governance
  - Outcomes (Artifacts)
  - Vendor Communication
Dynamic RFP – Create a Level Playing Field

- Accurately Determining Needs
- Selecting the Right Vendors/Technology
- Reducing
  - Salesmanship determining requirements
  - Politics clouding choice
  - Personal preferences outside of objectives
Level Playing Field Attributes

Weighting: More than a meeting to review submitted proposals...the DRFP committee scores the questions and assigns weighting based on importance of feature and benefit.

On-site Demonstrations: Committee visit each vendor’s a show site to evaluate product in working environment. Users groups participate to test drive system with compare and contrast in real time.

Dynamic Sessions: Vendors onsite to address final questions, clarifications, pending features, and validate proposal details.
Level Playing Field Attributes

Anonymizing: Take the bias out of the scoring by removing vendor names and proprietary nomenclature

Site Visits?: Only if the technology is emerging or the vendor(s) are small, newcomers, or require a live environment to demonstrate true functionality
Dynamic RFP – Accuracy in Scoring

- Post-Level Playing Field Efforts
- Automatic and Anonymous System
  - Score answers
  - Weights assigned
- Analyze Results
- Select Best Solution
Dynamic RFP – Additional Benefits

- Governance
- Traction
- Education
- Business Case
- Contract Language
- Test Drive Relationships
Sample Timeline
Dynamic RFP – Conclusion

- Shorten Sales Cycle – Vendors
- Rapid Timeline - Providers
- Right People Involved with Clear Objectives
- Level Playing Field and Consistent Rules
- Reduced Risk for Right Solution
Contact

Dynamic RFP – Executive Guild to Buying Technology

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Questions