

AHRA

Buying Medical Imaging Tech – Dynamic RFP

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Who We Are – Why is it Pertinent to the Topic

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



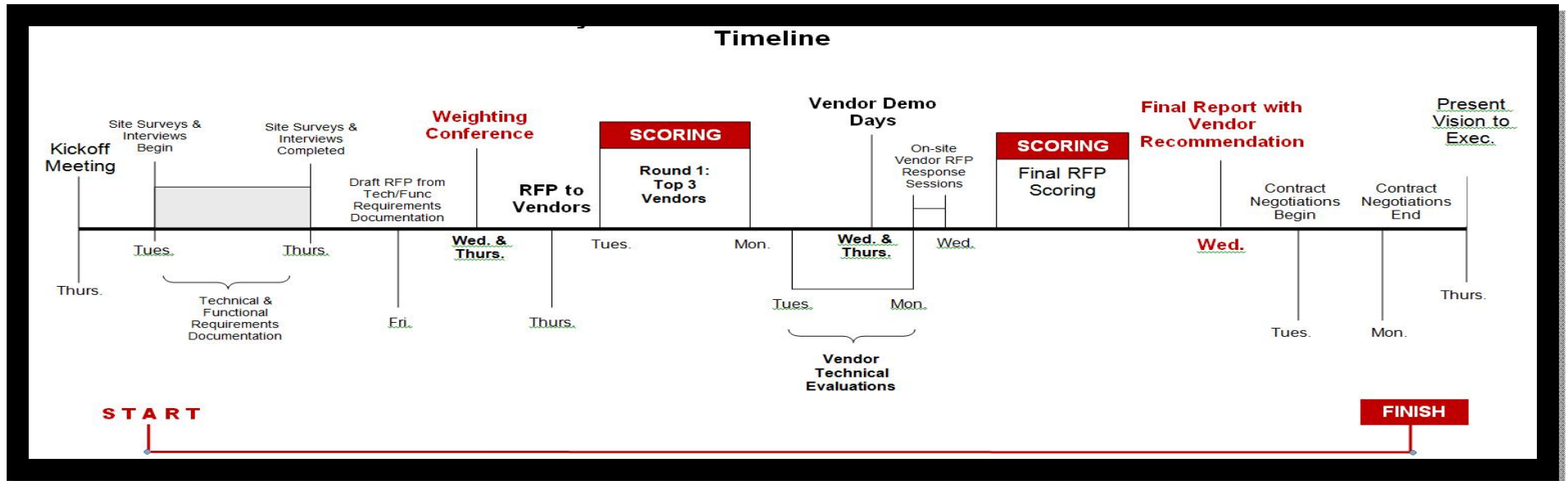
Dynamic RFP – Additional Benefits



- 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





the association for medical imaging management

Contact

Dynamic RFP – Executive Guild to Buying Technology

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Questions

