



Streamlined Agency-of-Record RFP

When hiring an agency, it's crucial to set your expectations of what you are looking for and to set expectations of what the agency should expect from you – both during the RFP process and day-to-day for the winner.

1. Organization background
2. Reason for hiring agency
3. Services requested
4. Organizational chart
5. Capabilities request
 - a. healthcare experience
 - b. similar hospitals
 - c. service lines/issues
 - d. agency biographies
 - e. proximity to client
 - f. campaign samples
 - g. depth of services
 - h. measurable results
 - i. rate card/fee schedule
 - j. references
6. Process
 - a. RFP submission terms
 - b. availability for questions
 - c. narrowing of candidates
 - d. onsite presentations/assignments
7. Timeline
8. Financial expectations

Let's go make a difference SM