



REQUEST FOR PROPOSALS
Quality in Action
Data Analysis and Visualization System

The ACOG Foundation is seeking a vendor to design, develop, and host a data analysis and visualization system for member hospitals and health systems of Quality in Action, an ACOG Foundation patient safety organization.

RFP Title	Quality in Action Data Analysis and Visualization System
RFP Opening Date	December 12, 2025
Closing Date and Time	5:00 PM EST, January 12, 2026
Point of Contact	Isabel Taylor, itaylor@acog.org
Geographic Scope	United States
Agreement Type	Time and Material
Performance Period	24 months with option to renew
Address	American College of Obstetricians and Gynecologists 409 12th Street SW Washington, DC 20024-2188

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1. ADMINISTRATIVE

1.1. Introduction

The ACOG Foundation is seeking proposals from qualified vendors to design, develop, and host a data analysis and visualization system for member hospitals and health systems of Quality in Action, an ACOG Foundation patient safety organization. The selected vendor will be responsible for the translation of clinical data from hospitals and health systems, its analysis, and the development of an intuitive, customizable data visualization system.

1.2. About ACOG Foundation

The ACOG Foundation is the charitable arm of The American College of Obstetricians and Gynecologists (ACOG), the leading professional membership organization for ob-gyns. The Foundation funds vital, evidence-based education, training, and programming that strengthen the field. This work drives large-scale change for the profession and expands access to exceptional, equitable care for communities around the globe.

Normal hours of daily operation at ACOG Foundation are Monday through Friday from 9:00 a.m. to 5:00 p.m. ACOG Foundation is closed in observance of federal holidays.

1.3. About Quality in Action's Data Needs

Launching in January 2026, Quality in Action is a patient safety organization housed under the [ACOG Foundation](#). Grounded in ACOG's clinical rigor, safety standards, and evidence-based guidelines, Quality in Action is dedicated to improving the quality and safety of obstetric and gynecologic care across the United States. Quality in Action's members include hospitals and health systems with obstetric services who aim to improve the quality and safety of their clinical care.

Quality in Action is committed to implementing a data analysis and visualization system to meet the quality improvement and patient safety needs of member hospitals and health systems (members). These needs include collecting data from members' electronic medical records (EMR), analyzing EMR data to assess quality of obstetric and gynecologic care, and visualizing these analyses to members in an interactive, customizable manner. The data analysis and visualization system should increase engagement, value, and retention for members.

The objective of this RFP is to identify a vendor for a data analysis and visualization system that:

- Is user-friendly and scalable.
- Complies with HIPAA security requirements and other relevant standards and regulations.
- Analyzes patient data from the EMR to trend and track opportunities for improvement in obstetric and gynecologic care.

- Contains data visualization best practices, with a special focus on visualizations for data stratified by race, ethnicity, and other health equity considerations.
- Provides opportunities for users to interact with and customize data visualizations or build data dashboards.
- Integrates seamlessly with our existing systems and technologies.

1.4. Contact Information

All inquiries regarding this RFP and the final proposal should be submitted via email with the subject line: “ACOG Foundation RFP Data System 2025” to Isabel Taylor, Senior Manager, Quality Data at itaylor@acog.org.

1.5. Timeline

ACTIVITY	DATE
RFP Opening Date	December 12, 2025
Proposal Closing Date and Time	January 12, 2026 5 PM EST
Proposal Evaluation	January 13-16, 2026
Vendor Interviews and Presentations	January 19-23, 2026
ACOG Decision	January 2026
Contract Commencement	February 2026

2. PROJECT OVERVIEW

2.1. Scope of Services

The vendor will provide services that cannot be fulfilled by internal staff. We recognize that not every candidate will be able to provide all the services listed, but we encourage you to respond regardless. The scope of services also represents the technical requirements, minimum viable product, and expected deliverables of this project.

Please outline your firm’s capabilities to provide the following services and features:

SERVICE	ACTIVITIES
User Management & Secure Access	<p>Develop and maintain a scalable and secure, web-based data system that fully supports ACOG's needs and aligns with the program's long-term data strategy. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Manages user profiles, roles, and permissions for PSO staff, facility users, and other authorized personnel. • Implement role-based access controls (RBAC) to ensure users only access data appropriate to their job function and organizational responsibilities. • Log & audit of all user access events, including authentication attempts, data access, and administrative actions. • Provide secure, web-based login via modern browsers and scales to meet future programmatic needs. • Encrypts credentials and session data using industry-standard protocols to safeguard user information. • Requires Multi-Factor Authentication (MFA) to enhance identity verification and reduce unauthorized access risk. • Enforces password management policies requiring users to update passwords every 90 days. Must be at least 8 characters and a combination of upper- and lower-case letters, numbers & symbol. Notifications of upcoming password expiration.
Data Ingestion & Reporting	<ul style="list-style-type: none"> • Enables secure submission of structured maternal and neonatal patient safety data from EMR and clinical information systems. • Supports APIs that enable automated extraction and submission of data from EMR systems, starting with Epic and designed to scale to additional EMR platforms in future phases. • Perform automated schema checks (required fields, formats, codes). • Provides optional automated de-identification of patient records. • Standardization for race/ethnicity, payor, facility identifiers, and other key data elements.
Data Quality Management & Refresh Cadence	<p>The system supports ongoing monitoring of data completeness and timeliness. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Identifies and flags missing, inconsistent, and late submissions—including submission timelines—with configurable alert settings to filter, prioritize, or suppress notifications to prevent alert fatigue. • Defines a data refresh cadence and scales to more frequent refresh cycles as program needs evolve.
Core outcome measure set & Disaggregation	<p>The system supports consistent reporting of key maternal and neonatal outcomes and allows flexibility for future expansion. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Displays the 20 core maternal and neonatal measures identified by ACOG. • Adds and expands measures over time. • Stratifies results by race/ethnicity & payor (as a minimum starting point). • Incorporates additional demographic factors over time.
Visualization, Interactivity & Accessibility	<p>The system supports clear and consistent data visualization, intuitive navigation, and accessible design. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Uses standardized charting formats across all measures to ensure consistency and comparability.

SERVICE	ACTIVITIES
	<ul style="list-style-type: none"> • Provides multiple visualization types (e.g., control charts, bar charts, line graphs, trend lines) to accommodate different analytic needs. • Presents clear, concise descriptions explaining what each graph shows, how to interpret it, and why it matters. • Displays keys and legends to explain colors, terms, and visualizations. • Shows measure descriptions or definitions. • Ensure visualizations meet WCAG 2.1 AA standards(e.g., color contrast, labeling, legends, font size, etc.). • Implements intuitive interaction patterns such as hover tooltips, drill-downs, and filter controls that allow users to explore data easily without technical expertise.
Analytics & Benchmarking	<p>The system provides analytic capabilities that help facilities understand performance and identify opportunities for improvement. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Enables comparison of facility performance across peer groups, similar facility types, and within or across hospital systems. • Displays both raw counts and rates. • Offers filters for time periods, facility type, and other relevant attributes.
Reporting & Exporting	<p>The system supports flexible reporting options that allow users to extract and share insights as needed. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Enables export of aggregated tables and visuals (PDF, PNG, CSV). • Generates print-ready views and summaries. • Provides ACOG staff with tools to track, analyze, and export usage analytics (e.g., dashboard visit counts and user activity).
Hosting, Security, & Performance	<p>The system operates in a secure, compliant environment that meets PSO program requirements. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Implements a cloud-based solution (on-premises or hybrid hosting is not permitted). • Hosts all servers physically within the United States. • Encrypts all data in transit and at rest (TLS 1.2+, AES-256). • Complies with HIPAA accessibility standards and aligns with other applicable federal security standards. • Provide ACOG staff with a real-time view of access logs, data flows, and system health. • Include visual documentation of how data moved from EMR to dashboards, with checkpoints for deidentification and validation. • Provide documentation demonstrating breach response protocols.
Data Privacy & Confidentiality	<p>The system maintains strong privacy controls to protect sensitive information at all times. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Implements policies and guidelines for data security, access control, compliance, and governance.

SERVICE	ACTIVITIES
Scalability	<p>The system adapts to evolving program needs and scales as requirements grow. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Adds indicators, dashboards, facilities, and data sources over time.
AI/ML-Enabled Analytics	<p>Accommodate support for AI/ML capabilities to allow for potential future use cases, allowing for advanced data modeling, predictive analytics, and automation in future use cases.</p>
Technical Support & Onboarding	<p>The vendor provides training and support to ensure successful adoption and ongoing use of the system. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Delivers administrator training for data submission and validation workflows. • Provides user documentation for dashboard navigation and interpretation. • Conducts staff training to support both initial onboarding and ongoing proficiency. • Complete vendor training required to meet PSO security requirements. • Supplies detailed documentation to facilitate ongoing system management and adoption. • Produce a marketing product (e.g., video or voice-over) that provides an overview of key system capabilities, benefits, and use cases for stakeholders.
Data Backup, Restoration & Destruction Posture	<p>The system maintains strong data protection practices that ensure continuity, security, and compliance with PSO requirements. At a minimum, the system includes:</p> <ul style="list-style-type: none"> • Performs routine backups to protect against system failures, human error, and security events. • Documents a restoration plan that enables rapid recovery. • Provides a written policy for data backup and restoration. • Provides a written policy for data destruction, including secure and permanent deletion of data in accordance with PSO security requirements. • Documents and implements compliant data destruction procedures, including secure deletion of data and media in accordance with PSO security requirements.
Project Management	<p>The selected vendor collaborates closely with ACOG to ensure successful execution and delivery of the project. Key responsibilities include:</p> <ul style="list-style-type: none"> • Monitors project milestones and risks by tracking progress against the project plan, identifying potential risks, and implementing mitigation strategies. • Provides regular status updates and reports to keep stakeholders informed and aligned. • Engages stakeholders and facilitates clear, transparent communication to ensure all relevant parties remain involved throughout the project lifecycle. • Facilitates change management and adoption by supporting ACOG in adopting the new data system through structured onboarding, communication, and training strategies that ensure a smooth transition and user readiness.

SERVICE	ACTIVITIES
	<ul style="list-style-type: none"> • Supports production, deployment, and testing environments to ensure system reliability and performance.

2.2 Project Phases

- **Project Initiation & Planning**
 - Conduct a project kickoff meeting with ACOG and gather project requirements.
 - Develop a detailed project plan, including milestones, risk management strategies, and communication protocols & management costs.
 - Defines roles, responsibilities, and reporting structures.
 - Finalize technical, functional, and security requirements.
 - Delivers a baseline project schedule, resource plan, and approval for execution.

- **System Design & Architecture**
 - Designs overall system architecture, data model, and infrastructure environment.
 - Documents technical specifications for all components (user management, data ingestion, analytics, reporting, hosting, etc.).
 - Engages the ACOG staff for review and feedback on data models, mapping, and reporting logic.
 - Develop a security and compliance plan aligned with PSO & ACOG standards.

- **System Development & Configuration**
 - Develops core system modules, including data ingestion, analytics, visualization, and user management.
 - Implements RBAC, MFA, encryption, and other security controls.
 - Configures dashboards, reports, and standardized visualization templates.
 - Collaborates with the ACOG staff for interim reviews and validation of functional workflows and data logic.
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- **Demonstration & Review**
 - Provides a functional demo of the data system and early workflows, walking ACOG through key user journeys prior to formal testing.
 - Collects feedback on usability, workflow alignment, and feature completeness.
 - Finalizes adjustments needed before UAT and full QA testing.

- **Testing & Quality Assurance**
 - Conducts user acceptance testing (UAT) with ACOG.
 - Execute performance, load, and security testing.

- Documents test results, defects, and resolutions.
- Ensures all PSO compliance and data protection requirements are met.
- **Deployment & Training**
 - Deploys system to the production environment.
 - Conducts administrator and user training on data workflows, dashboards, reporting features, and provides enduring content—a standardized, reusable system overview for new staff or hospital onboarding.
 - Delivers comprehensive documentation and user support materials.
 - Offer user support and troubleshooting as needed.
- **Ongoing Monitoring & Continuous Improvement**
 - Monitor system performance and provide post-implementation support after launch of data system.
 - Implement necessary updates and enhancement.
 - Conduct additional training sessions as required.

3. ENVIRONMENT OVERVIEW

3.1. Quality in Action Members

Quality in Action's members are currently managed with Airtable with plans for integration with NetForum AMS. Quality in Action's members are and will be managed separately from ACOG members.

3.2. Team

Quality in Action's programmatic data are managed by a dedicated Data Team as part of the Division for Clinical Affairs and the ACOG Foundation. Quality in Action's Data Team has expertise in building and managing data systems for use by diverse clinical and public health teams.

Quality in Action's Data Team and ACOG's IT team will work closely with the vendor.

3.3. Technical Environment

- ACOG.org CMS (as of Spring 2026): Optimizely 12.
- Integrations
 - NetForum association management system (AMS) to maintain member information
 - OAuth 2.0 for single sign on
 - AWS Data Lakehouse

Information on ACOG's hosting and system architecture is available upon request.

4. PROPOSAL SUBMISSION INSTRUCTIONS

4.1. Proposal Format and Deliverables

The following format is required for the RFP submission:

REQUIREMENT	DELIVERABLES
Company Information	<ul style="list-style-type: none"> • Provide the name, title, address, telephone number, and email address of the authorized official (lead) to be contacted in the event of clarifications or further information requests or notifications • Describe the organizational structure • Outline an understanding of the scope and objectives of the RFP
Vendor Background	<ul style="list-style-type: none"> • Outline the full range of services provided by the organization, including hours of operation and availability of after-hours response to requests for service, as well as ability to respond to short-notice requests (same day). • Outline experience working with healthcare organizations, professional associations, PSOs, or clinical data systems. List the primary technologies and tools used by teams. • Verify liability insurance coverage
Qualifications and Experience	<p>Demonstrate that individuals engaging with ACOG are qualified to provide the required services by:</p> <ul style="list-style-type: none"> • Outlining the range of professional qualifications of the staff • Identifying any professional affiliations and documented experience in the field <p>Additionally, please demonstrate experience in the following domains:</p> <ul style="list-style-type: none"> • At least 5 years of experience designing, developing, and supporting web-based data systems for healthcare, public health, or federally funded programs. • Evidence of successful past performance with systems handling sensitive healthcare or protected health information (PHI). • Expertise in healthcare data standards and workflows, including EMR/EHR integration, clinical coding systems, and quality measure reporting. • Familiarity with data collection, validation, and visualization workflows supporting performance monitoring, benchmarking, and quality improvement initiatives. • Documented compliance with relevant regulations and frameworks, including HIPAA.
Solution Overview	<p>Provide a detailed description of the proposed data system:</p> <ul style="list-style-type: none"> • A general description of the proposed system, including its key features, capabilities, and how it aligns with ACOG's data and reporting needs. Include illustrative materials such as screenshots, sample dashboards, or workflow diagrams to help visualize the proposed system. • A summary of the technical architecture, security, and compliance framework, outlining how the solution ensures

REQUIREMENT	DELIVERABLES
	<p>data protection and meets applicable standards (e.g., HIPAA).</p> <ul style="list-style-type: none"> An explanation of the solution’s scalability, flexibility, and integration capabilities to accommodate evolving program requirements over time.
Implementation Plan	<p>Provide a detailed implementation project plan, including:</p> <ul style="list-style-type: none"> Timelines Milestones Resources allocation, including ACOG resources such as staff time and data access. Training and support plans for ACOG staff/administrators and end users
Estimates, Costs, and Invoicing	<p>Outline proposed structure & invoicing approach for the proposed pricing data system solution.</p> <ul style="list-style-type: none"> Breakdown of estimated costs, including one-time expenses (e.g., system setup, configuration, data migration) and ongoing expenses (e.g., hosting, maintenance, training, and user support). Identify any pricing that may scale with user volume, data volume, or feature expansion. Description of the estimate and approval process, including how changes to the project scope will be addressed Description of the invoicing process, including how invoices will be submitted, how often invoices will be issued, and the payment terms <p>Example of invoice format, including any required information or documentation to accompany each invoice</p>
Existing Client References	<p>ACOG reserves the right to ask for references. The proposal should include:</p> <ul style="list-style-type: none"> A list of references from previous clients, preferably including at least one from a medical or professional association. Contact information for the references, including name, title, company, phone number, and email address Case studies, success stories, or testimonials highlighting the vendor’s experience and effectiveness in managing client transitions

4.2. Submission Requirements

- Proposals must be received by the submission deadline as set forth in the above timeline to be considered.
- Proposals are to be submitted [via an Airtable form](#), with an electronic mark of no later than 5:00 PM EST, January 5, 2026.

- The successful firm is expected to enter into a standard agreement provided by ACOG. Alternatively, the successful firm may provide its own standard terms and conditions that may or may not be amended by ACOG.
- All information in this RFP is confidential and should not be disclosed except to those responding to the RFP.
- An individual authorized to extend a formal proposal must sign the submitted proposal. Proposals that are not signed may be rejected.

4.3. Submission Instructions

- ACOG reserves the right to reject any proposal not submitted by the submission deadline.
- ACOG will acknowledge receipt of your proposal within 24 hours of submission.
- ACOG reserves the right to conduct discussions with firms, to accept revisions of proposals, and to negotiate price changes. ACOG will not disclose any information derived from submitted proposals or from discussions with other firms.
- ACOG reserves the right to reject any or all proposals, in whole or in part, or to accept any proposal, in whole or in part. ACOG may also withhold the award and may choose to waive or decline to waive irregularities in any proposal if it determines that doing so is in its best interest. Furthermore, ACOG reserves the right to retain all proposals for 60 days after the proposal opening date and to accept a proposal not withdrawn before the scheduled proposal closing date.
- Intellectual Property Ownership: By submitting a proposal in response to this RFP, the vendor acknowledges and agrees that any intellectual property rights arising from the work product developed or created during the RFP process shall belong exclusively to ACOG.
- Non-Disclosure of Intellectual Property: The vendor shall maintain strict confidentiality with respect to any intellectual property disclosed or made available by ACOG during the RFP process. The vendor shall not use, disclose, or reproduce such intellectual property for any purpose other than the evaluation and preparation of their proposal.
- License and Assignment: The vendor hereby grants ACOG a nonexclusive, royalty-free, worldwide, irrevocable license to use, modify, reproduce, distribute, display, and sublicense any work product resulting from the RFP process for ACOG's internal purposes.
- Indemnification: The vendor shall indemnify and hold harmless ACOG from any claims, damages, losses, or liabilities arising from any infringement or misappropriation of third-party intellectual property rights by the vendor's work product developed during the RFP process.
- Marking and Protection: The vendor shall clearly mark any work product, documents, or deliverables that contain intellectual property with appropriate proprietary notices, trademarks, or copyright notices as designated by ACOG. The vendor shall take reasonable measures to protect ACOG's intellectual property from unauthorized use, disclosure, or infringement.
- Transfer of Intellectual Property: Upon successful completion of the RFP process, the vendor shall promptly and fully assign, transfer, and convey to ACOG all intellectual property rights in the work product developed

during the RFP process. The vendor shall execute any necessary documentation to effectuate such assignment and transfer.

- Infringement Claims: In the event that any claim or legal action arises regarding the intellectual property rights associated with the work product developed during the RFP process, the vendor shall cooperate fully with ACOG and provide reasonable assistance to defend against such claims.
- Survival: The obligations and rights under this Intellectual Property Protection clause shall survive the completion, termination, or expiration of the RFP process or any subsequent contract or agreement entered into between ACOG and the vendor.

5. PROCEDURE FOR AWARDING AGREEMENT

5.1. Evaluation Criteria

ACOG will consider all bidder information to determine the best value for the services sought and is not obligated to accept the lowest-priced proposal. ACOG will evaluate and rank each proposal and presentation based on the following:

CRITERIA	POINTS
Proposal Presentation and Deliverables	10
Data System Solution Fit <ul style="list-style-type: none"> • How well the proposed solution meets the requirements outlined in this RFP • Technical capabilities and scalability of solution 	25
Implementation Plan and Support <ul style="list-style-type: none"> • Quality of implementation plan and ongoing support • Clear and established processes and timelines • Dedicated operations/project manager and customer care support 	20
Overall Cost and Value <ul style="list-style-type: none"> • Clear pricing structure and invoicing process • After-hours support and response • Ability to meet with short notice • Documentation provision 	20
Strategic Support Partner for a Professional Association <ul style="list-style-type: none"> • Prior experience supporting PSOs and hospital consortiums. • Familiarity with maternal/neonatal health quality metrics, such as severe maternal morbidity or related indicators. 	20
References	5

TOTAL	100
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5.2. Selection Process

All responses will be evaluated as received and included in the following process:

- Review and scoring of the proposal responses as well as clarification of information requested during the evaluation phase
- Identification of final candidates for an in-depth review of capabilities
- Conducting candidate interviews, presentations, and/or reference calls as deemed appropriate by the evaluation team

5.3. Incurring Cost and Liability

ACOG assumes no responsibility or liability for costs incurred by you prior to the signing of any contract resulting from this bid and/or post-bid interviews. Further, the awarded vendor is expected to have in place liability insurance germane to the scope of their services.