

# American Society of Hematology Request for Proposals

## Market Analysis for Antithrombotic Safety Clinical Decision Support Tool

The American Society of Hematology (ASH) is exploring the feasibility of developing a clinical decision support (CDS) tool for health systems. The envisioned CDS tool would support hospitals in managing antithrombotic patient safety and reducing costs related to preventable harm.

ASH seeks support from one or multiple consultants to conduct a focused market analysis to determine whether this represents a viable, sustainable business opportunity for ASH. This RFP covers only the market analysis and business case assessment; it explicitly excludes any design, build, or implementation work related to the CDS tool itself.

### Project Objectives

The objective of this engagement is to address the following questions:

#### *Commercial viability*

Is there a meaningful commercial market among health systems for CDS tools that are developed, validated, endorsed, and maintained by a specialty society (specifically ASH)? Are such organizations likely to purchase or subscribe to a tool like this?

#### *Clinical and operational need*

Within the clinical space of antithrombotic patient safety, where is the greatest unmet need and opportunity for a CDS tool (e.g., specific care settings, patient populations, workflow points, or clinical decisions)?

#### *Business case and financial outlook*

What would be the costs to ASH to develop and maintain such a tool and how do these compare with realistic revenue expectations from health system customers (subscriptions or licenses), including time to break even and the approximate number of customers required for ASH to reach sustainability and/or profitability?

#### *Regulatory and risk mitigation assessment*

What are the key regulatory considerations associated with disseminating such a tool? How have similar organizations approached risk mitigation and protection from liability?

### Scope of Work

The consultant will be responsible for completing the following activities:

### *Market Assessment*

- Assess the current landscape of CDS tools used by hospitals and health systems, with particular attention to:
  - Tools focused on antithrombotic therapy and patient safety.
  - Tools developed or endorsed by professional societies or specialty organizations.
- Estimate the size and characteristics of the market (e.g., type and size of health systems, academic vs. community hospitals, integrated delivery networks, etc.).
- Evaluate purchasing behaviors and decision-making processes for clinical decision support and digital tools in health systems.
- Assess willingness-to-pay and adoption drivers/barriers for a CDS tool that is:
  - Developed and validated by ASH as a hematology specialty society.
  - Maintained and updated on an ongoing basis by ASH.
- Profile 1-3 specific potential customers.

### *Needs Assessment in Antithrombotic Patient Safety*

- Identify and describe the highest-priority needs and pain points in antithrombotic patient safety for hospitals and health systems, such as:
  - High-risk clinical scenarios or care transitions where bleeding or clotting events are most common.
  - Documentation, ordering, or monitoring processes that lead to preventable harm.
  - Regulatory, accreditation, or quality-measure pressures related to antithrombotic therapy.
- Provide a prioritized list of opportunity areas where a CDS solution from ASH would be most compelling to potential customers.

### *Business Case*

- Provide high-level cost estimates for ASH to:
  - Plan and design the CDS tool (e.g., requirements gathering, product strategy).
  - Develop, disseminate and implement the tool (assuming ASH may work with a technical vendor or partner).
  - Maintain and update the tool over time (e.g., content updates, hosting, customer support and renewals management, quality assurance).
- Clarify plausible business models (e.g., annual subscription per hospital/health system, per-user pricing, tiered offerings, etc).
- Estimate:

- Reasonable pricing structure
- Expected adoption scenarios (e.g., conservative / base case / optimistic).
- Revenue projections under each scenario.
- Determine:
  - Expected time to break even.
  - Approximate number of customers and/or volume required for ASH to reach sustainability and targeted margins.
- Identify major risks, sensitivities, and assumptions (e.g., reliance on specific EHRs, regulatory shifts, competition) that could significantly affect the business case.

### *Assessment of Regulatory Considerations and Risk Mitigation Approaches*

Provide an assessment of the regulatory considerations associated with developing, commercializing, and maintaining a CDS tool for antithrombotic patient safety (for example, summarizing the conditions under which regulatory approvals would be required and what that would entail). Analyze how comparable organizations commonly address management of risk and protection from liability (e.g. patient harm, PHI) in practice.

- Provide a high-level view of regulatory pathways and precedents, such as:
  - Examples of how other CDS tools or similar digital health products have been positioned relative to regulatory frameworks.
  - Common strategies to determine whether a regulatory submission is needed and at what point in the product's evolution.
  - High-level implications of pursuing versus not pursuing formal regulatory clearance or approval (e.g., impact on marketability, risk profile, cost, and timeline).
- Summarize common mitigation and risk-management approaches used by comparable organizations (e.g., specialty societies, professional associations, academic medical centers, or digital health vendors) to address issues of liability and assumed risk, such as:
  - Contractual and licensing structures (disclaimers, limitations of liability, etc.).
  - Governance and content-oversight models (e.g., expert panels, version control, update policies).
  - Implementation practices that place accountability with the using institution (e.g., configuration, local oversight).

## Deliverables

At a minimum, the selected consultant will provide:

### *Written Report*

A concise, structured report, addressing:

- Market assessment findings.
- Clinical and operational need in antithrombotic patient safety.
- Business model options and financial projections.
- Regulatory and risk mitigation assessment findings.
- Key recommendations for ASH.

### *Executive Summary*

A 3–4 page executive summary suitable for leadership, highlighting main findings and recommendations, including clear recommendation on whether and under what conditions ASH should proceed.

### *Presentation(s) to ASH stakeholders*

A slide presentation and virtual briefing(s) to ASH staff and workgroup of clinical volunteers, summarizing findings and answering questions.

### *Meeting with 1-3 specific customers*

An exploratory meeting of the consultant and ASH staff with at least one health system that is identified and profiled during market assessment.

## Anticipated Timeline

ASH will issue this RFP in May 2026, with project initiation shortly after selection. The project is expected to span approximately 6 months, subject to final scope and contracting. Respondents may propose alternative timelines if justified by their methodology.

## Proposal Requirements

Proposals should be concise and include the following:

- Executive Summary
- Approach and Methodology
  - Description of proposed methods to address each required component (market analysis, clinical needs assessment, business case development)
  - Planned data sources (e.g., interviews, surveys, secondary data, market databases).

- Anticipated number/type of health system stakeholders you would engage, if applicable.
- Team and Qualifications
  - Team member bios
  - Description of relevant experience
- Preliminary Timeline and Work Plan
- Budget & Budget Justification
  - Fixed-fee proposal, with a brief breakdown by major workstream or phase.
  - Assumptions regarding ASH staff time, access to contacts, or data.

## Evaluation Criteria

Proposals will be evaluated based on:

- Relevance, rigor and feasibility of the proposed approach.
- Experience and qualifications of the project team.
- Demonstrated experience with similar market analyses and/or CDS/digital health.
- Experience working with professional societies and clinical expert groups.
- Competitiveness of budget and timeline.

ASH may select multiple vendors to each address specific components of this RFP.

## Submission Instructions

Proposals should be submitted in PDF format to:

Email: [quality@hematology.org](mailto:quality@hematology.org)

Subject line : "RFP – Market Analysis for Antithrombotic CDS Tool"

Deadline for submission: June 25, 2026, 5:00PM ET

Vendors may submit clarification questions until June 12, 2026, 5:00PM ET