

American Society of Hematology Request for Proposals

Development of Open-Source Cost-Effectiveness Dashboards for the Diagnosis and Treatment of Iron Deficiency With and Without Anemia

The American Society of Hematology (ASH) is accepting proposals from academic and methodological teams to support the development, pilot testing, and dissemination of public-facing, web-based decision dashboards to support the cost-effective diagnosis and treatment of iron deficiency with and without anemia.

The dashboards will be informed by ASH clinical practice guideline recommendations related to iron deficiency diagnosis and treatment. The selected consultant will work in close collaboration with ASH staff and an ASH-convened volunteer expert group (“expert group”).

Project Overview

ASH seeks to develop public-facing, web-based interactive dashboards that allow users to explore the costs, health outcomes, and uncertainty associated with different diagnostic and treatment strategies for iron deficiency. Unlike traditional static publications, the dashboards will allow end-users to modify key assumptions and inputs to observe how results change across different populations and willingness-to-pay thresholds. The anticipated primary intended user of the dashboards are clinicians, including hematologists, OB/GYNs, primary care clinicians, and other clinicians interested in applying guideline-informed, value-based care within their local setting. Policymakers, researchers, and educators who make or influence decisions about diagnostic thresholds and treatment strategies, or who participate in institutional care policy development are anticipated to be secondary users.

ASH seeks to develop, test, and disseminate up to three dashboards as part of this pilot project.

Task 1 – Dashboards Clinical Topics

The consultant will support ASH prioritizing the three clinical topics for the dashboards.

This task will include:

- Preparing for and participating in project meetings with ASH staff
- Engaging with an expert group that includes clinicians, health economists, and quality improvement leaders

- Reviewing and synthesizing relevant ASH guideline recommendations and related evidence to inform the dashboards' clinical topic selection
- Define the dashboards' inputs and outputs including populations, interventions, and comparators

Deliverables for Task 1

- A summary describing the rationale and process by which the dashboards' clinical topics, populations, interventions, and comparators were selected.

Task 2 – Decision Model Development and Specification

The consultant will lead the development of transparent analytical decision models for the dashboards.

This work will include:

- Development or adaptation of validated cost-effectiveness analytic decision models.
- Define model structure, assumptions, and data sources, including the incorporation of uncertainty and sensitivity analyses.
- Collaboration with the expert group to review and refine model assumptions.

Deliverables for Task 2

- A summary describing the development of the decision model that clearly describes the model's assumptions and data sources.

Task 3 – Web-based Dashboards Design and Specification

The consultant will design and build three web-based public-facing dashboards.

Dashboards should allow users to vary inputs that may include:

- clinical and epidemiologic parameters
- diagnostic and treatment costs
- utility values
- analytic perspective (e.g., healthcare system or societal)
- willingness-to-pay thresholds

Dashboards should generate outputs that may include:

- total costs and quality-adjusted life years (QALYs)
- preferred strategy based on incremental net monetary benefit
- cohort trace visualizations

- deterministic sensitivity analyses
- threshold analyses
- cost-effectiveness planes and acceptability curves

Deliverables for Task 3

- Prototype dashboards for each selected clinical topic.

Task 4 – Pilot Testing and Refinement

The consultant will lead pilot testing of the dashboards to assess usability, clarity, and acceptability.

This task will include:

- Conducting user testing with ASH-identified stakeholders.
- Incorporating findings from the testing to improve dashboard design and interpretability
- Preparing the dashboards for dissemination by ASH

Deliverables for Task 4

- A summary of user testing findings and dashboards' refinement.
- Final public-facing dashboards ready for dissemination by ASH.

Task 5 – Dissemination and Implementation Support

ASH will serve as the owner and steward of the dashboards. The consultant will support ASH in dissemination and implementation planning by:

- Developing educational materials to support users in navigating use of the dashboards
- Advising ASH on maintenance planning for the dashboards, including a process for routine review of relevant evidence
- Authoring scholarly outputs, if appropriate, with prior ASH review

Deliverables for Task 5

- Educational materials for posting by ASH to support users.
- A summary of recommendations for ASH dissemination and maintenance of the dashboards.

Proposal Requirements

Proposals should include the following components:

- Description of the consultant's relevant experience in decision modeling, health economics, or related fields.
- Description of the technical approach to completing the tasks described above.
- Description of prior experience developing public-facing, web-based analytic tools.
- Preliminary project timeline and milestone plan.
- Budget and budget justification.

Evaluation Criteria

Proposals will be evaluated based on:

- Consultant's expertise in decision modeling.
- Clarity and feasibility of the proposed approach.
- Experience working with professional societies and clinical expert groups.
- Competitiveness of budget and timeline.

Intellectual Property and Use of Work Product

Dashboards and associated materials developed under this RFP are expected to be publicly accessible, subject to ASH approval. ASH will retain the copyrights to use, distribute, and adapt the work product for educational and quality improvement purposes. Academic use of the work product for non-commercial scholarly activities and publications will be permitted with appropriate acknowledgment of ASH support.

Anticipated Timeline

ASH anticipates issuing this RFP in May 2026, with project initiation shortly after selection. The project timeline is subject to final scope and contracting.

Submission Instructions

Proposals should be submitted in PDF format to:

Email: quality@hematology.org

Subject line : "RFP – ID Dashboard"

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

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