

JOINING FORCES

Activating Stronger RFP Processes



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Think of the Request for Proposal (RFP) process as a necessary mission—an epic journey where the right partners must be chosen to save the day and strengthen your program. But like every great partnership, this journey comes with challenges, twists, and the occasional “kryptonite.” At EK Health, we’ve experienced it all, and we’re here to share insights on how to create a healthier, more efficient RFP process that truly benefits everyone involved.

The Hidden Villian

We all know the importance of time and resources. As Zebrah L. Jahnke, our VP of Business Development, explains “The true cost of the RFP process is often hidden. It’s not just the binders, paper and ink (yes, that is still a thing)—it’s the human capital. The hours spent researching, writing, preparing, reviewing, and negotiating. The reality is, preparing for the RFP mission is often a significant investment of your team.”

Andrea Kitchen, our Director of Marketing, adds, “Without a clear roadmap, we’re left guessing what the evaluators want to see. It’s like Scooby Doo solving a mystery without the clues.” The uncertainty shifts focus from showcasing true benefits to merely trying to decode the evaluators’ thoughts. “Give us the blueprint, the numbers up front, the challenges you face,” Kitchen urges. “It helps responders bring our A-game and likely results in a more positive process and outcome.”

The Dangers of a “Check-the-Box” Mentality

Even superheroes can feel discouraged when the mission seems rigged from the start. It’s disheartening when the RFP feels like a formality and there’s no real appetite for change. This not only takes valuable resources but also stifles innovation—something every hero thrives on. Are we truly evaluating the best candidates, or just going through the motions? While the RFP process is often a required necessity, there is power in transparency. Be specific if you are considering possible change for new partnerships that bring compelling value.



ZEBRAH L. JAHNKE

*Vice President,
Business Development*



ANDREA KITCHEN

Marketing Director

“THE RESPONSIBILITY FOR A FAIR PROCESS LIES WITH BOTH THE MISSION PLANNERS AND THE HEROES.”

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In a world where every mission for your injured workers matters, it's crucial to ensure the process is open and fair. Kitchen asks, "In an industry that thrives on innovation, could we reposition the RFP process to advance a forward-thinking model? This reflection is key in making sure the RFP process serves its purpose: finding the right heroes for the job, not just sticking with the status quo."

The Superpower of Transparency and Accountability

In any alliance, trust is paramount. "Transparency is the foundation of any successful mission," Jahnke points out. "True transparency builds trust and encourages participation. Without it, we risk heroes opting out, wondering if the mission is worth their effort." Transparency ensures that all parties feel the process was conducted with integrity, no matter the outcome.

"The responsibility for a fair process lies with both the mission planners and the heroes," Kitchen emphasizes. "It's not just about the planners being focused and balanced—it's about the heroes being honest in their proposals. This mutual commitment to integrity ensures the RFP process is respected and the best team is assembled."

Building a Stronger RFP Process

We must move away from outdated, cumbersome methods and embrace a more transparent, efficient approach. Here's our superhero guide to strengthening your RFP process:

- **Do:** Be BOLD about what YOU want letting responders know exactly what you are after.
- **Don't:** Create confusing processes with hidden traps. Keep everything upfront—no "gotchas."
- **Do:** Provide a clear roadmap and detailed agenda for presentations.
- **Don't:** Issue RFPs as a mere formality, and where mandated within your organizational structure, be up front about what it would take to make change - innovation, lower costs, better outcomes, etc.
- **Do:** Build efficiencies into the process.
- **Do:** Be open-minded to all of the service offerings presented and be willing to evaluate processes, workflows, and partners for possible change.

By reimagining the RFP process, we can create a system that is not only fair and transparent but also efficient and conducive to innovation. At EK Health, we're committed to this vision and believe it leads to better outcomes.

Let's assemble the ultimate team—together. Contact us to learn more!

[Schedule a Meeting With our Team](#)

ABOUT EK HEALTH SERVICES

EK Health Services Inc. is a leading national workers' compensation managed care organization. EK Health restores quality of life for injured workers through innovative, cost-effective solutions, while providing client services with high-touch experiences, customizable solutions, lower costs, and proven results. Our holistic approach integrates the best people, processes, and technology to facilitate the best medical treatment available for return-to-work possibilities.

Learn more about EK Health's solutions at www.ekhealth.com.

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