Sample CMP RFP Questions

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These questions can help vet CMPs for healthcare suitability:

Privacy & Compliance
- Will your company sign a Business Associate Agreement (BAA)?
- How does your CMP enforce consent before · any tracking occurs?
- Can you demonstrate audit log export functionality for HIPAA compliance?

Technical Fit
- What SDKs or APIs are available for mobile and server-side deployment?
- How early in the page load lifecycle is your consent logic triggered?
- Can your tool be deployed via tag manager without race conditions?

Healthcare Use Cases
- Do you have experience with EHR integrations or mHealth apps?
- Can your platform support consent distinctions for research, marketing, and operational use?

Consent Experience
- How does your platform support ADA/508 compliance?
- Can banners be dynamically adjusted by region or content type?

Governance & Change Management
- How are updates to privacy frameworks handled within your platform?
- What support is available during implementation and after go-live?

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