

Sample RFP Questions for Privacy-Compliant Analytics Vendors

When issuing an RFP for analytics platforms, healthcare organizations should ask vendors to address:

1. Privacy & Compliance

- Will you sign a BAA?
- How do you handle PHI suppression, masking, or filtering?
- Do you provide audit logs and configurable data retention policies?

2. Healthcare Fit

- Can you share examples of healthcare or regulated client deployments?
- How do you handle condition-specific or patient-portal events?
- What support resources are tailored to HIPAA environments?

3. Architecture & Deployment

- Do you support private cloud, on-premise, or self-hosted deployments?
- Can events be collected server-side, bypassing browser libraries?
- Which SDKs and APIs are available for apps and multi-channel data sources?

4. Governance & Consent Controls

- How does your platform integrate with CMPs for consent enforcement?
- Can consent states be enforced retroactively?
- Do you support role-based access and audit trails?

5. Usability & Support

- What onboarding, training, and documentation do you provide?
- How do you support cross-functional users (marketing, IT, compliance)?
- How quickly do you respond to regulatory changes?



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