

## Vendor Scorecard Template For Data Providers

Use this table to compare Data Providers across five core evaluation criteria tailored to HIPAA regulated environments. Score each vendor 1–5 in each category (1 = insufficient, 5 = excellent), then weight based on organizational priorities.

Category	Weight	Evaluation Criteria	Score (1–5)	Weighted Score
<b>HIPAA &amp; Privacy Compliance</b>	30%	BAA availability, de-ID methodology, PHI governance, consent enforcement		
<b>Digital Activation Capability</b>	25%	Clean room integration, hashed delivery, DSP/CDP compatibility		
<b>Healthcare Market Fit</b>	20%	Adoption in HIPAA-regulated orgs, use cases tailored to healthcare		
<b>Technical Interoperability</b>	15%	API support, refresh frequency, clean integrations with CDPs, DSPs, analytics		
<b>Support &amp; Transparency</b>	10%	Audit documentation, support responsiveness, visibility into sourcing and modeling		

**Total Score** (Out of 100): \_\_\_\_\_