

Vendor Scorecard Template

Use this table to compare CMPs across critical healthcare evaluation criteria. 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 |
|--------------------------------|--------|---|-------------|----------------|
| 1. HIPAA & Regulatory Fit | 25% | Willing to sign BAA; supports HIPAA specific logic; multi-jurisdiction configuration (CPRA, GDPR, etc.) | | |
| 2. Consent Enforcement | 20% | True pre-tag blocking; persistent consent enforcement; tag manager compatible | | |
| 3. Audit Logging | 15% | Timestamped logs; exportable records; configurable retention; HIPAA-aligned auditing tools | | |
| 4. Technical Architecture | 15% | API/SDK availability; mobile and server-side compatibility; deploys early in load cycle; supports composable stacks | | |
| 5. Marketing Enablement | 10% | Consent-aware personalization; segmentation; opt-in UX testing; data sync to CDP/CRM | | |
| 6. User Experience | 10% | ADA/508 compliance; customizable banners; multilingual and mobile optimized experience | | |
| 7. Vendor Support & References | 5% | Documented healthcare deployments; implementation support; product roadmap aligns with healthcare privacy evolution | | |

Total Score (Out of 100): _____



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