



**REQUEST FOR PROPOSALS:
EMERGENCY DEPARTMENT OB EMERGENCY SIMULATION**

The Arizona Hospital and Healthcare Association ([AzHHA](#)) is issuing a Request for Proposals in relation to its federally funded program to reduce Health Disparities. As part of the organizational objective of improving the health and well-being of patients by implementing safe, evidence-based practices, AzHHA is focused on improving maternal healthcare in Arizona. This program is a time-limited project for which it seeks a consultant and subject matter expert to conduct obstetrical (OB) simulation activities at select hospitals throughout Arizona.

ABOUT AzHHA

The Arizona Hospital and Healthcare Association, also known as AzHHA, is the association giving Arizona hospitals a voice to collectively build better healthcare and health for Arizonans. As the champion for healthcare leadership in Arizona, AzHHA and its member hospitals explore ideas and collaborate with hospitals to attain the best healthcare outcomes for our community.

As a member-driven organization, AzHHA works with healthcare organizations throughout the state – both members and non-members – through its grant-funded programs. This inclusive approach allows the organization to steer the direction of healthcare by putting people and patients first, to positively impact the social, physical, and economic health of our communities.

ABOUT AzHHA's MATERNAL HEALTH IMPROVEMENT WORK

Much of AzHHA's work in maternal health is conducted through the Arizona Alliance for Innovation in Maternal Health (AIM) Collaborative, which brings together stakeholders statewide to reduce maternal morbidity and mortality using evidence-based practices. Education through simulation is an expansion of the AIM work and will be delivered to hospitals and clinics in partnership with the Arizona Department of Health Services.

This RFP solicits a qualified partner to deliver robust, data-driven simulation training for obstetric emergencies (e.g., postpartum hemorrhage, eclampsia, OB code) in rural, tribal, stand-alone and critical access hospital emergency departments. The simulations are expected to directly improve emergency department readiness, assess protocol and equipment implementation, and provide actionable benchmarking data.

Simulation training must leverage best practices and national standards aligned with institutional protocols. The ideal approach would include delivering equipment, content,

operators, and insights in a comprehensive package, while reducing the burden of logistics, storage, and administration for rural hospitals.

PROJECT GOALS AND SCOPE OF WORK

This project is designed to:

- Support rural and critical access hospitals by enhancing emergency response to obstetric events.
- Identify areas of need for improved maternal and child health outcomes.
- Provide high-quality, on-site simulation training focused on emergency OB scenarios in the emergency department.
- Offer comprehensive assessments of team readiness, system processes, and physical environments.
- Deliver training that shapes team culture to promote safer care.

Selected subcontractor(s) will:

- Provide simulation equipment and curriculum aligned with national guideline for OB emergency published by American College of OB-GYN (ACOG) guidelines.
- Deploy trained operators and facilitators for on-site training.
- Serve hospitals in one or two-day engagements per site depending on number of staff per hospital.
- Deliver simulation sessions focused on at least three core emergencies: Postpartum Hemorrhage, Eclampsia, and OB Code.
- Provide summary reports, data insights, and benchmarking information per hospital site.

FUNDAMENTALS

Qualified bidders will demonstrate:

- Knowledge of maternity care deserts in Arizona and their impact on maternal outcomes.
- Experience delivering OB emergency simulation in resource-limited or rural environments.
- Ability to assess protocol readiness, equipment availability, and emergency department preparedness.
- Ability to provide all necessary equipment, facilitators, curriculum, and reporting.
- Availability to meet the project deadlines and logistical requirements.
- Ability to provide a per-hospital cost estimate that includes variable costs such as travel distance, lodging, and regional considerations within Arizona.

All contracted work must be performed by May 1, 2026, with a final invoice and reports submitted by May 15, 2026.

The maximum budget is \$100,000.

Each bidder must submit their Unique Entity Identifier (UEI, formerly DUNS) or provide an attestation that the UEI is not applicable in their proposal.

PROJECTED TIMELINE

Release RFP – Thursday, November 20, 2025
Proposals Due – Friday, December 12, 2025, 5:00 p.m.
Consultant Selected – Friday December 19, 2025
Contract Executed – Friday, January 16 2026
Contracted Work to Begin – Friday, January 16 2026
Contracted Work Performed – through Friday, May 1, 2026
Final Invoice Submitted – no later than Friday, May 15, 2026

PROPOSAL EVALUATION AND SCORING MATRIX

Proposals will be evaluated based on the following criteria (each scored 1-5, with a maximum score of 25):

- Relevance and clarity of approach/methodology to meet AzHHA objectives
- Experience and qualifications of the organization and team
- Adequacy of staffing and resources to fulfill contractual responsibilities
- Alignment of timeline and budget with project parameters
- Quality, detail, and completeness of the proposal
- Per hospital cost
- The business is woman-owned and/or a socially or economically disadvantaged small business

The highest scoring bidder is subject to final approval by AzHHA and ADHS (the funding entity).

Selected subcontractors will be required to submit a Certificate of Liability Insurance or a worker's compensation waiver.

Proposal scores and comments will be made available after all bidders have been notified of their proposal's status.

POINT OF CONTACT

Submit proposals to:

Karen Ofafa, Vice President

kofafa@azhha.org

Deadline: 5:00 p.m. on December 12, 2025

Proposals submitted after the deadline will not be considered. Questions may be directed to Ms. Megan Trosko via email mtrosko@azhha.org