

APPLICATION

Request for Proposals: Consumer Privacy Framework for Health Data – Self-Regulatory Program Implementation and Organizational Home

Instructions: Please submit this document **by 5:00 p.m. EST on Friday, February 11, 2022,** via e-mail to Alice Leiter at alice@ehidc.org.

CONTACT INFORMATION

Applicant Organization:	
Key Contact for Application:	
First Name:	
Last Name:	
E-mail Address:	
Address of Organization:	
Cell Phone Number:	
Website:	
Applicant Tax ID:	

Is the applicant organization any of the following: tax-exempt under section 501(c)(3) of the Internal Revenue Code, a state university, or a governmental entity? (Yes /No)

YES	NO
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Is the applicant organization a private foundation or a Type III supporting organization? (Yes/ No)

YES	NO
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Authorized Official (This is the person whom the applicant organization has designated as being authorized to sign contracts on behalf of the organization.)

Name:	
Title:	
Email:	
Cell Phone Number:	

Provide a copy of your organization's audited financial statements, including the opinion letter (and management letters from the auditors, if applicable), for the last two completed years.

If your organization doesn't have audited financial statements, you may provide internal financial statements (e.g. balance sheet, revenue/expense statement) for the last two completed years.

If this information is available online, you may submit a Word document with the URLs.

PROPOSAL RESPONSES (200 WORDS MAX, EACH):

Applicant Background and Mission: Describe your organization's familiarity with or involvement in the development of the *Consumer Privacy Framework for Health Data*.

Organizational Capabilities: Describe the capability your organization has to stand up, house, and run a new self-regulatory program. Describe your experience with self-regulatory or certification programs, including any experience founding and/or running one.

Representation of Consumers: How will you ensure your organization is viewed as serving consumers and maintaining neutrality as a self-regulatory body? What are the challenges you foresee such a program facing, and what value and opportunities would it create?

Engagement of Stakeholders: Describe the key stakeholders —decision-makers, relevant federal regulators, consumer and privacy groups, technological experts, and other organizations—that you plan to engage in this program, and how you plan to do so.

Proposed Revenue Model: Our objective is to help the awardee raise capital to get this program off the ground but then sustain it based on member dues. How do you propose achieving both prongs of this revenue model? Provide as much specificity as possible around costs and income related to the program. What is your timeline for financial viability of the program?

Proposed Certification Process: Describe your proposed process for certifying organizations, including any audit processes, due diligence, and specification as to whether this process would be automated, electronic or manual. How long would organizations need to prepare for certification? What will be the method to help them prepare?

Communication: Describe your plan for communicating about the project. Describe your plans for recruiting member companies, how you plan to publicize this effort, and how you intend to make it consumer-facing and consumer-friendly. Identify any additional target audiences (e.g., consumers, technology companies, policymakers) you will need to achieve success; the messages you expect to deliver to each audience; and how they will be delivered to each audience. How would you communicate the outcome of the certification process to consumers?

Collaboration with EHI: Describe your ideal partnership and collaboration with EHI in this effort.

Staffing: Describe the qualifications and experience of the team who will be involved in this effort. Attach resumes for any key staff.

Timeline: Provide an estimated timeline for the project's major milestones, including communications milestones. Please use your best judgment when projecting the project's timeline.

Budget: Please detail your proposed program budget for a 12-month period, with an accompanying budget narrative. This can include:

- Direct Costs
- Personnel
- Fringe Benefits %
- Office Operations
- Communications/Marketing
- Travel

- Meeting Expenses
- Project Space
- Contractors/Consultants
- Other
- Indirect Costs

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