



SOCIETY<sup>to</sup> IMPROVE DIAGNOSIS  
in MEDICINE

## **Request for Proposals**

Issued: July 28, 2021

Responses Due: August 11, 2021, 5:00 pm CST

## Purpose

The Society to Improve Diagnosis in Medicine (SIDM) seeks an experienced consultant to develop and implement an envisioned “SIDM Alliance” corporate membership program supporting the [Coalition to Improve Diagnosis](#) program in partnership with the Director of Partnerships and Engagement and other SIDM staff.

## Organization Information

SIDM, a 501(C)3 nonprofit organization, catalyzes and leads change to improve diagnosis and eliminate harm from diagnostic error. We work in partnership with patients, their families, the healthcare community and every interested stakeholder. SIDM is the only organization focused solely on diagnostic error and improving the accuracy and timeliness of diagnosis.

In 2015, SIDM established the Coalition to Improve Diagnosis, to increase awareness and actions that improve diagnosis. [Members of the Coalition](#) are nonprofit organizations representing hundreds of thousands of healthcare providers and patients—and the leading health organizations and government agencies involved in patient care. Historically, the Coalition has relied on grant funding. To diversify our funding and build a more sustainable model, SIDM has envisioned the SIDM Alliance. The vision for the Alliance is to create an opportunity for corporate partners and other organizations to work alongside and with the Coalition to further SIDM’s vision and enhance diagnostic safety and quality, reduce harm, and ultimately, ensure better health outcomes for patients.

## Scope of Work

The selected consulting partner will perform and/or produce the following tasks/deliverables:

- Review previous consulting recommendations and internal staff plans for a corporate membership program and update accordingly; Utilize these findings to design a Corporate Alliance Membership Program.
- Develop a corporate membership operating and implementation plan for the SIDM Alliance.
- Develop, test, and revise benefit levels, case for support, and messaging collateral for the SIDM Alliance.
- Identify new potential Alliance members in partnership with SIDM Staff.
- Solicit memberships from identified corporate prospects.
- Create baseline KPIs to be used to evaluate the effectiveness of the design and implementation.

## Qualifications

- Non-profit corporate membership experience; Medical/Healthcare experience preferred.
- A proven track record designing and implementing multiple or a multi-year successful corporate development program.
- Ability to implement corporate development strategies.

## Timeline

SIDM requests interested parties commit to completing an information gathering and design phase within 90 days of selection for developing the Alliance operating plan and corporate member prospect identification. An additional 60-day period will be provided for implementation, testing and revision.

## Submission Requirements

All proposal materials must be submitted via email to Emily Welch-Smith, Project Management and Development Associate ([emily.welch-smith@improvediagnosis.org](mailto:emily.welch-smith@improvediagnosis.org)), by 5:00 pm CST on August 11, 2021. Late proposals will not be considered in the judging process.

Any submitted proposals that do not meet the below requirements will not be considered.

## Required

- Narrative proposal (maximum 10 pages) including:
  - Explanation of information gathering phase, including resources SIDM will need to provide
  - Detailed outline of overall project process
  - Timeline of major project milestones
  - Estimated cost of services
- Consultant bio and resume and/or CV
- Professional References
- Examples of previous, relevant work, i.e. corporate membership plans/levels and short and long-term revenue growth.

## Questions

Please submit all questions to Emily Welch-Smith at [emily.welch-smith@improvediagnosis.org](mailto:emily.welch-smith@improvediagnosis.org).