

PeaceHealth Oregon Emergency Department RFP: Reasoning, Participants, Process and Criteria

Why an RFP

PeaceHealth is committed to regularly and thoughtfully evaluating how we partner with external organizations to deliver care in our communities. This responsibility requires balancing respect and appreciation for longstanding relationships with a careful assessment of how best to support delivery of high quality, sustainable care to our patients now and in the future.

To support informed decision-making, we use structured request-for-proposal (RFP) processes to understand the range of potential partners and assess their capabilities, experience and alignment with our Mission, Vision and Values. We recently applied this approach for emergency services at PeaceHealth Ketchikan Medical Center and PeaceHealth Peace Island Medical Center, as well as for anesthesia services at PeaceHealth Sacred Heart Medical Center, RiverBend in 2023.

As part of the emergency department renewal process for 2026, PeaceHealth conducted an RFP for emergency physician services, with the transition timeline aligned to the conclusion of Eugene Emergency Physician's existing contract term.

RFP Participant Organizations

Six organizations were invited to participate in the RFP, following a broad and intentional market scan. Four organizations, including Eugene Emergency Physicians, submitted proposals.

RFP Selection Committee

The RFP responses were evaluated by a diverse committee including Drs. McGovern and Ruscher, along with leaders from nursing, finance and emergency departments representing all three Lane County hospitals. To ensure fairness, consistency and transparency, a non-voting system leader with experience in managing clinical services RFPs and clinical services transitions served as the sole point of contact for RFP submissions.

RFP Evaluation Criteria

Participating organizations were notified that they would be evaluated based on the following criteria: qualifications, experience, ability to recruit and retain quality physicians, management platform sophistication, quality improvement programs and metrics, financial stability, transition planning, potential for collaboration on performance improvement initiatives, performance on operational and clinical indicators (including sample quality dashboards) patient satisfaction results, and cost.

RFP Review Process

The RFP selection committee reviewed proposals on their individual merits. Each organization

participated in two interview rounds: the first to present themselves and ask questions about PeaceHealth and the three Lane County emergency departments, and the second for committee members to seek clarification on the submitted proposal. The committee then evaluated each participant based on a scorecard of 41 established criteria in nine review categories. Throughout the process, a non-voting system leader served as the sole point of contact for RFP submissions, ensuring consistent and transparent communication.

Following careful scoring and deliberation, the committee recommended awarding the contract to ApolloMD as the proposal best aligned with PeaceHealth Oregon's current and future needs. PeaceHealth system leadership approved this recommendation.

Basis for Decision

The RFP process identified significant opportunities to enhance quality, access and clinician support by transitioning to a new organization, ApolloMD, including:

- **Proven success in process improvement:** ApolloMD provided detailed case studies demonstrating strong, hands-on support for process improvement initiatives that directly impact access and patient flow.
- **Strong clinical excellence infrastructure:** ApolloMD described extensive programs for benchmarking, monitoring and supporting adherence to clinical quality metrics, ensuring consistent, evidence-based care across sites.
- **Robust commitment to patient satisfaction:** ApolloMD uses detailed patient satisfaction tracking and training tools with clear accountability at the clinician level.
- **Comprehensive clinician support:** ApolloMD has demonstrated success in recruitment and retention, formal leadership development and mentoring programs. This provides stability and support for our care teams.
- **Deep community integration:** ApolloMD has a strong record of retaining local clinicians and deploying regional leadership as "boots on the ground" workers to ensure true understanding of community needs and ensure care reflects those needs.
- **Physician focus:** ApolloMD is a physician-owned and physician-led medical group, not a staffing company. They are financially stable and are not backed by any private equity funds.