



Request for Proposal (RFP)

UX Design Partner for SaaS Healthcare Platform Enhancement

Issued by: ECRI

Date Issued: November 10, 2025

Response Deadline: November 28, 2025

1. Overview

ECRI is seeking an experienced **UX design partner** with deep expertise in B2B SaaS platforms, ideally within or adjacent to the healthcare sector to conduct a focused UX assessment of a new externally facing platform of our organization, develop a prioritized roadmap for experience improvements, and implement a select set of high-impact enhancements within a defined timeframe (30 days) to assist us in launch readiness.

Our goal is to elevate our platform's usability and appeal across both clinical and non-clinical business users, integrating the simplicity and intuitiveness of a consumer-grade experience into a professional healthcare SaaS environment intended to deliver robust decision support through analytics and content.

Note: We envision a secondary, separate engagement later in 2026 with the initially selected partner to assess our platform as advanced capabilities are added.

2. Background

Our platform serves a dual audience:

- **Clinical users** (e.g., patient safety, biomedical engineering, clinical operations)
- **Non-clinical business users** (e.g., supply chain, finance, executive leadership)

The platform integrates multiple data-driven modules and content-specific tools into a unified experience. Internal testing has been completed, and a small group of external beta users (clients) are currently engaged for early feedback.

The Cloud based platform is built with .NET and NodeJS on the backend, giving us flexibility and performance for different workloads. Frontend is built on React, and NextJS plus Recharts and Plotly for interactive, embedded visualizations (via PowerBI as well) inside the app.

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We are preparing for broader launch in 2026 and seeking a UX design partner to support a focused sprint aimed at improving usability and strategic feature presentation.

3. Project Objectives

- Assess current platform UX across workflows for clinical and non-clinical users.
- Identify and prioritize usability gaps, friction points and unmet needs.
- Develop a prioritized roadmap of improvements balancing impact, feasibility, and user value. Focus on shell, navigation and resource center.
- Execute a 30-day sprint to deliver top-tier UX enhancements.
- Deliver final roadmap and design handoff for internal implementation of longer-term improvements.

Final roadmap should include for internal team implementation such as:

- Recommended improvements to expose high-value services based on current product composition (self-guided to proactive, across role types) with integration for future purchase capability.
 - Customization capabilities to address unique client needs.
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4. Scope of Work

Phase 1: Discovery & UX Assessment (Weeks 1–2)

- Review business goals, key personas and related flows.
- Review existing UX/UI, user flows, and ECRI platform features. Focus on navigation, accessibility and responsiveness.
- Analyze alpha/beta feedback and usage patterns.
- Conduct limited set of stakeholder interviews (list to be provided)
- Identify critical friction points and unmet needs.

Phase 2: Roadmap Development (Weeks 2–3)

- Develop a prioritized roadmap of UX/UI enhancements categorized as immediate, short-term, and long-term.
- Provide design rationales, quick wins, and design system considerations.

Phase 3: Rapid Design Execution (Weeks 3–6)

- Deliver updated design files, prototypes, and documentation.
- Collaborate with internal development team to implement prioritized UX/UI improvements
- Collaborate with internal development team for testing.

5. Deliverables

- UX Assessment Report (including heuristic evaluation and key findings)
 - Prioritized UX Roadmap with rationale and timelines
 - Implemented design updates (Prototypes, Figma files, or equivalent)
 - Final presentation to Platform leadership and product team
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6. Desired Partner Profile

We are seeking a UX partner with robust experience in SaaS platform design and a strong understanding of the healthcare ecosystem, while also bringing fresh, cross-industry creativity to elevate user experience expectations.

- Proven success designing for B2B SaaS platforms, especially those serving complex, data-driven environments.
 - Experience with healthcare or adjacent regulated industries, with sensitivity to the unique needs of clinical and non-clinical business users
 - Ability to translate professional workflows into intuitive, consumer-grade experiences that drive adoption and engagement.
 - A creative, forward-thinking approach that challenges traditional healthcare UX norms and introduces best practices from consumer, fintech, or enterprise software sectors.
 - A collaborative style that balances strategic insight with rapid execution within a 30-day improvement sprint
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7. Proposal Requirements

- Company overview and relevant healthcare/SaaS experience
 - Case studies or examples of similar work
 - Proposed approach and methodology for the engagement
 - Team composition and key personnel
 - Timeline and cost estimate
 - References from relevant clients
 - Final deliverables must be provided in Figma, organized for developer handoff, including typography, color tokens, spacing and integration specs
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8. Evaluation Criteria

- Relevant experience and portfolio strength
- Understanding of healthcare and B2B SaaS UX challenges

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- Proposed methodology and creativity
 - Ability to meet accelerated timelines.
 - Cost-effectiveness and overall value
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9. Timeline

- RFP issued – November 7, 2025
 - Proposal submissions due – November 28, 2025
 - Vendor interviews – **December**
 - Selection and contracting – **January 2026**
 - Project kickoff – February 2026
 - 30-day sprint target – March 2026
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10. Contact Information

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