
Request for Quote

Market Assessment and Strategic Consulting



Request for Quote # 04232026_ Market Assessment and Strategic Consulting

Date Issued: 04/23/2026

Due Date: 05/14/2026

**Submitted by the
University of California Davis Health**

This RFQ is also available at: <https://health.ucdavis.edu/supplychain/>

All questions regarding this RFQ should be directed to:

Benjamin Joseph
UC Davis Health Procurement and Strategic Sourcing Department
Email: bmjoseph@health.ucdavis.edu
Phone: (916) 734-4364

Questions should not be directed to any other University departments or staff. Material or substantive information provided to any bidder, as a result of questions received, will be provided to all bidders via an addendum to this RFQ.

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DISCLOSURES

Deviations from specifications: Any deviation from the specifications shall be identified and fully described. The right is reserved to accept or reject quotations on each item separately, or as a whole, and to waive any irregularities in the quotation; irregularities may, however, render the quotation non-responsive.

Public disclosure: Responses to Become Public Records:

All materials submitted in response to this solicitation become a matter of public record and shall be regarded as public record.

Designation of Confidential Information:

The Regents will recognize as confidential only those elements in each response, which are trade secrets as that term is defined in the law of California and which are clearly marked as 'TRADE SECRET,' 'CONFIDENTIAL,' or 'PROPRIETARY.' Vague designations and blanket statements regarding entire pages or documents are insufficient and shall not bind The Regents to protect the designated matter from disclosure.

The California Public Records Act limits The Regents' ability to withhold prequalification and bid data to trade secrets or records, the disclosure of which is exempt or prohibited pursuant to federal or state law. If a submittal contains any trade secrets that a Bidder does not want disclosed to the public or used by The Regents for any purpose other than evaluation of the Bidder's eligibility, each sheet of such information must be marked with the designation "Confidential." The Regents will notify the submitter of data so classified of any request to inspect such data so that the submitter will have an opportunity to establish that such information is exempt from inspection in any proceeding to compel inspection.

The Regents Not Liable for Required Disclosure:

The Regents shall not in any way be liable or responsible for the disclosure of any records if they are not plainly marked 'TRADE SECRET,' 'CONFIDENTIAL,' or 'PROPRIETARY,' or if disclosure is required by law or by an order of the court.

SECTION I – RFQ INSTRUCTIONS AND TIMELINE

Quote Submittal Instructions

Each Bidder is required to submit RFQ by email to Benjamin Joseph at bmjoseph@health.ucdavis.edu. Please include “**RFQ 04232026 Market Assessment and Strategic Consulting**” in the subject line.

All Quotes submitted **must be received in the UC Davis Health (UCDH) email inbox of Benjamin Joseph** no later than **3:00 PM PDT as per the Event date**. UCDH Purchasing Department will not accept Quotes received after the due date and time.

RFQ Schedule of Events

Event	Date
Release of Request for Quotes	04/23/2026
Deadline for Submission of Written Questions or Request for Clarification	04/30/2026
Responses to Written Questions	05/06/2026
Deadline for Submissions of Quotes	05/14/2026
Completion of Quote Evaluation*	05/27/2026

*These are approximate dates and subject to change.

Basis of Award

California Public Contract Code Section 10507 et seq. require that all purchase contracts and/or agreements involving an expenditure of more than \$100,000 annually be awarded to the lowest responsible bidder meeting specifications, or else all bids be rejected. The lowest responsible bidder shall be determined based on one of two bid evaluation methodologies: (1) Cost alone, or (2) Best Value.

This bid shall be evaluated based on Best Value.

UCDH reserves the right to: (1) waive any immaterial defect or informality; or (2) reject any or all submissions or portions thereof; or (3) reissue a RFQ when UCDH determines that it is in its best interest to do so (4) make an award to more than one vendor if in the best interest of UCDH to do so.

UCDH reserves the right to reject or accept any or all Quotes, to make more than one selection, or not select. Any resulting agreement will incorporate the terms, conditions, and requirements set forth in this RFQ.

SECTION II – BACKGROUND INFORMATION

PROJECT BACKGROUND AND OBJECTIVES

UC Davis Health, hereafter known as UCDH, is soliciting fixed fee Quotes to:

Assess the Reno Market for expansion of our outreach activities including:

- Identification and quantification of leakage opportunities.
- Prioritized service lines both identified and positioned for high-potential growth.
- Data-driven outreach playbook leveraging UCDH Physician Referral Liaison’s (PRL) local relationships.
- Guaranteed near-term ROI through unlocked capacity, reduced barriers, and increased strategic referrals.

UCDH believes there is a growth opportunity in northwest Nevada. With no local academic medical center and Reno's growing population, there is significant untapped potential for growth in high-acuity T/Q and destination services. With our geographic proximity to Reno - offering shorter drive times than other competitors, along with existing referral relationships, improved electronic referral processes, provide a well-timed opportunity. This analysis and a possible new UCDH venture could shift referral patterns, capture commercial out-of-state business, and accelerate patient capture.

SECTION III – REQUEST FOR QUOTE FORMAT

Introduction

Each Bidder shall complete the documents listed in Exhibit B and C, as well as acknowledge their agreement to Exhibit A documentation. Failure to prepare proposals in the following required format may result in elimination from the evaluation process

Each bidder is required to acknowledge their agreement to the documentation format and terms in Exhibit A and the subsequent appendices listed below and ***attached for reference on the Open Solicitations page.***

Exhibit A – UC Health Professional Services Purchase Agreement

- a. Appendix A – UC Terms and Conditions
- b. Appendix C – Data Security (DS)
- c. Appendix D – Template_Statement of Work (SOW)

Exhibit B Bidders Response Please provide all requested information in the same format, a brief but complete response, responding in order and identifying each response by the corresponding question number. Supporting documents may be submitted as Adobe PDF files.

Exhibit C Cost Proposal Fixed Fee Engagement. Please provide all requested information in the same format, a brief but complete response, responding in order and identifying each response by the corresponding question number. Supporting documents may be submitted as Adobe PDF files.

SECTION IV – TERMS AND CONDITIONS

Quote Conditions

Notwithstanding any other provision of the RFQ, bidders are hereby advised that this RFQ is solicitation of Quotes only and is not to be construed as an offer to enter into any contract or agreement. Thus, UCDH reserves the unqualified right to reject any or all Quotes for any reason.

UCDH shall have the unconditional and unqualified right to withdraw, cancel, or amend this RFQ at any time.

All Quotes shall be valid for a period of 180 days following the Quote submission due date.

UCDH reserves the right to interpret or change any provision of this RFQ at any time prior to the Quote submission date. Such interpretation or change shall be in the form of a written addendum to this RFQ.

Prior to the final submission date, any bidder may retrieve its Quote to make additions or alterations. Such retrieval, however, shall not extend the final submission date.

Bidders wishing to submit Quotes in response to this request do so entirely at their own expense, and submission of a Quote indicates acceptance of the conditions contained in the RFQ unless clearly and specifically noted otherwise.

Bidders may not distribute any announcement or news release regarding this project without written approval by the University of California, Davis Health. Any materials to be provided to regulatory agencies, other entities, or to the public shall be submitted to the UCDH for review and distribution unless otherwise directed by a UCDH representative.

All materials submitted in response to the RFQ will become the property of UCDH. All samples of work submitted as a part of this Quote will be returned at the request of the bidder. Materials may be returned, with the exception noted above for sample material, only at the UCDH's option and at the bidder's expense.

Successful awardee will be required to extend pricing and terms of the agreement to all UC locations.

All pricing proposed in the bidder submission shall be firm for the term of the Agreement.

Bidder Commitment to Sustainability: UC is committed to responsible stewardship of resources and to demonstrating leadership in sustainable business practices and thus will require Bidders to present their commitment to sustainable practices as it applies to its goods and services.

Authorized Signature

Please complete the vendor contact information requested below:

Company Name:	_____	Contact Person/Title:	_____
Federal Employer Identification #:	_____	Contact Email Address:	_____
Main Phone Number:	_____	Contact Phone Number:	_____

I certify that I am authorized to sign on behalf of the organization I represent for this offer and agree to all terms and conditions described herein.

_____ Authorized signature _____ Date