



Request for Proposals

Government Relations Support for the Canadian Association of Radiologists 2025-2026

DECEMBER 20, 2024

About the Canadian Association of Radiologists

The Canadian Association of Radiologists is the national specialty society for radiologists in Canada. It represents over 3,000 members who provide vital medical imaging for millions of patients. The CAR is dedicated to maintaining the highest standards of care, promoting patient safety, and helping radiologists contribute to the very best health care for patients. It works with governments, health professionals, and technology leaders to make optimal use of diagnostic imaging. We have nine years of history of advocacy on Parliament Hill included in these pre-budget submissions: <https://car.ca/advocacy/submissions-to-government/>

1. Overview

The Canadian Association of Radiologists (“CAR”) is inviting government relations and public affairs firms to submit proposals to work with CAR staff and volunteers to advance our advocacy goals mainly at the federal level but to also provide provincial support. We are looking for a firm that can facilitate meetings with key parliamentarians and relevant members of House of Commons Standing Committee including Health, Finance and Industry and Technology. In 2025, our main advocacy goal is to increase our presence and influence in standing committee hearings relevant to Canadian healthcare and the interests of our members and their patients. We are also looking for assistance in organizing a lobby day that includes 12 radiologist representatives from across Canada.

The CAR has historically forwarded a slate of advocacy goals and asks, but we are interested in pivoting to focus more intently our work related to the use and application of AI and machine learning in radiology. The deliverables and services required are described in greater detail in **Section 4: Scope of Work**. The working theme for the lobby event will focus on the use and application of artificial intelligence and machine learning in radiology. As part of the event, the CAR will be working with its corporate partners to facilitate demonstrations of the way that radiologists can use artificial intelligence to enhance diagnosis and improve patient care.

2. Contract Information

The successful firm will be offered a contract for consulting services over a fixed term: February 2025-February 2026. There is the possibility that the contract will be extended to fulfill similar requirements, as needed.

3. Background

The crucial work of radiologists is not always well-understood by the public, and the CAR Day on the Hill is an opportunity to raise awareness about radiology itself, and to build relationships with Parliamentarians who are now better equipped to consider the perspective of radiologists when making decisions that affect the health of Canadians across the country.

4. Scope of Work

It is expected that the successful firm will have resources and expertise to provide the following:

- Securing opportunities for our experts and key opinion leaders to give testimony to House of Commons Standing Committees
- Building and nurturing relationships with influential staffers and contacts on Parliament Hill to ensure our perspective is effectively represented in the appropriate venues and to the right decision-makers.
- Support in securing physical meeting space on Parliament Hill for the Day on the Hill, which is usually held in October
- Arranging logistics for the event, including possible coordination with CAR corporate partners to facilitate the potential delivery, setup, and teardown of equipment associated with the event
- Government relations consulting services leading up to the event itself, including:

- Building and expanding awareness and support for the CAR, especially focussed on the “asks” in our pre-budget submission.
- Identification of target meetings with MPs, Senators, and senior staff
- Strategic advice and implementation support related to policy issues and priorities
- Scheduling and coordinating meetings with MPs, Senators, and senior staff in conjunction with Day on the Hill
- Postmortem report detailing the reach and impact of the event and subsequent meetings
- Building relationships with likeminded stakeholders to further amplify our messaging and priorities and impact medical imaging and improved access for patients to these lifesaving procedures
- Meeting and media preparation as required
- A single point of contact for regular liaison and status reports
- Ongoing, ad hoc support to CAR CEO and senior policy staff in relation to the planning process

Selection Criteria

	Criteria	Weight
Qualifications and Experience	<ol style="list-style-type: none"> 1. Proposal shows that the firm has the capacity and resources to fulfill the requirements of the RFP 2. The proposal details and demonstrates recent success in planning and orchestrating similar events and targeted campaigns for health/non-profit/association client roster, including cases where corporate sponsorship or support was a factor 3. References are recent and relevant and demonstrate a range of experience in two or more of the following: health, non-profit (generally), member-based associations 4. Case studies collectively illustrate strong strategic planning, strategic results, value for money, and ability to work within tight timeframes 	40%
Organization of the Proposal	<ol style="list-style-type: none"> 1. Proposal content exhibits clear understanding of the CAR’s needs and aligns strongly with requirements as summarized in this RFP 2. Proposal demonstrates strong communications principles (e.g. clearly written and effectively organized) 	25%
In-person meeting	<ol style="list-style-type: none"> 1. Thoughtful and high-quality discussion that demonstrates strong understanding of the needs articulated in the RFP, the CAR’s role, mandate and areas of focus as well as challenges and opportunities from a public affairs perspective 2. Positive interpersonal dynamics and good chemistry with CAR team as well as other stakeholders in the medical imaging space 	20%
Price/cost models	<ol style="list-style-type: none"> 1. Fairness of price in relation to market value 2. Perceived value (i.e. cost relative to service) 	15%

Timeframe

- December 20 RFP Issued
- January 14 Proposals due
- January 15-20 In-person meetings with potential firms
- January 23 Winning proposal announced
- February 1 Start of contract
- July-Nov Ongoing planning and coordination of event and meetings for Day on the Hill

Mandatory Requirements

- An executive summary
- A summary of the firm's understanding of the requirements and expectations of this RFP
- Information about the firm's qualifications and experience
- List of current and past clients in health/non-profit/member-based association fields
- Two case study examples of comparable events and lobby days, and Standing Committee appearances
- References for three different clients for whom the firm has provided GR or PR services within the last three years, ideally with an associated Lobby Day
- List of proposed team members (name, title, biography, relevant experience)
- A budget proposal with options and some flexibility

Inquiries

Formal requests for information must be made in writing, preferably by e-mail. Unwritten questions and any verbal responses and/or comments will not be binding. Proposals are due by January 14, 2025

To submit your proposal or for more information, please contact:

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