



REQUEST FOR PROPOSALS (RFP)

OB/GYN Physician Recruitment and Workforce Expansion Initiative

The **Community Health Plan of Imperial Valley** is formally issuing this **Request for Proposals (RFP)** to solicit competitive bids from qualified healthcare organizations. The designated partner will orchestrate and execute a comprehensive **recruitment strategy to secure full-time, board-certified or board-eligible Obstetrician-Gynecologist (OB/GYN)**.

Our primary objective is to counteract regional physician shortages, stabilize women's healthcare access, and elevate maternal health outcomes across our service demographic.

1. Statement of Need & Project Objectives

Our service area is navigating a critical shortfall in maternal healthcare access. This deficit is exacerbated by cross-border patients, impending physician retirements, and a high volume of pregnancies.

A selected recruitment partner will be tasked with identifying, vetting, and recruiting **a qualified OB/GYN physician** within **24 months** of awarded grant funding. Candidates must exhibit clinical excellence, strong cultural competency, and a dedication to serving vulnerable or historically marginalized patient populations.

2. Scope of Work

The chosen agency will manage the end-to-end recruitment life cycle. Responsibilities encompass:

- **Engagement of competent, well-respected, experienced, professional recruiter.**
- **Market Analysis & Candidate Sourcing:** Conduct a localized competitive salary index and source candidates via national medical databases, professional networks, and residency/fellowship pipelines.
- **Marketing & Position Profiling:** Author compelling marketing collateral highlighting the clinical opportunity, facility assets, and regional community appeal.

- **Screening & Credentialing Evaluation:** Conduct interviews, verify licensure history, check references, and ensure alignment with national standards, such as those upheld by the American College of Obstetricians and Gynecologists (ACOG).
- **Interview Facilitation:** Coordinate logistics for site visits, clinical interviews, and community tours for prospective physicians and their families.
- **Contract Negotiation Support:** Assist in finalizing competitive contract offers, incorporating relocation packages, signing bonus, and first-year provider income guarantees.

3. Grant Funding & Total Budget

This recruitment initiative is partially funded by a CHPIV grant in support of the Imperial County Community Health Assessment priority to improve access to primary care in Imperial County.

- **Total Allocated Budget: \$300,000** maximum for agency fees, direct recruitment costs, sign-on bonus, moving expenses, and first-year provider-income guarantee.
- **Payment Milestones:** Due to the emergent need for OB/GYNs in Imperial County Funds will be released on or before December 1, 2026. Quarterly reports of activity must be submitted to CHPIV for review and feedback. Reports should summarize total expenditure against the restricted fund. Funds must be expended within two years of receiving the grant funds. Exceptions for the recruitment of other specialties may be approved by the CHPIV Commission after December 1, 2027. However, all restricted funds must be spent before 12/1/2028 . Reports should also include the number of candidates submitted, follow-up contacts, candidates interviewed by the internal recruitment committee, travel expenses for interviews and housing search travel to Imperial County, signed letters of intent, signed contracts, and start dates.

4. Proposal Submission Requirements

Interested agencies must submit a unified, single-PDF proposal detailing the following operational parameters:

- **Organization Profile & Relevant Experience:** Summary of the organization's track record in permanent healthcare placements, specifically emphasizing OB/GYN or specialty maternal health recruitment.
- **Recruitment Methodology:** Step-by-step strategic breakdown of candidate sourcing, vetting protocols, and offer letters, contract signed, and the number of new physicians successfully started.
- **Timeline:** A structured timeline or Gantt chart illustrating key delivery dates from contract kickoff to physician placement.
- **Fee Structure:** Itemized breakdown of all contingent, retained, or flat fees, including advertising costs, background checks, candidate travel contingencies, sign-on bonuses, and income guarantees to be offered.
- **Leadership:** Leadership to be focused on the recruiting process and success.

- **Medi-Cal Population Served:** Submissions will include the volume of Medi-Cal members served in the past year.

5. Timeline & Evaluation Process

Milestone	Deadline
RFP Release Date	10/15/2026
Deadline for Written Inquiries	10/22/2026
Proposal Submission Deadline	11/01/2026
Evaluation Period & Finalist Interviews	November 2026
Contract Award & Project Initiation	12/1/2026

Proposals will be systematically scored based on **industry experience (30%)**, **proposed methodology (25%)**, **Medi-Cal Population served (25%)**, **cost competitiveness (10%)**, and **time-to-hire metrics (10%)**.

6. Submission Guidelines

Please forward all inquiries and final electronic proposals to the designated point of contact:

- **Contact Name:** Lawrence E. Lewis, CEO
- **Department:** Administration
- **Email Address:** llewis@chpiv.org
- **Subject Line Format:** Response to RFP: OB/GYN Recruitment