



Department of Health

Request for Information (RFI)

Development of an Informational Online Platform for Health Care Workers

RFI NUMBER: 20732

ISSUED: February 9, 2026

DESIGNATED CONTACT:

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1 Calendar of Events

RFI 20732 – Development of an Informational Online Platform for Health Care Workers	
<u>EVENT</u>	<u>DATE</u>
Issuance of Request for Information	February 9, 2026
Deadline for Submission of Written Questions	Questions Due on or Before: March 6, 2026 by 5:00 PM EST
Answers to Questions Posted	On or About: March 20, 2026
RFI Responses Due	Responses Due on or Before: April 3, 2026 by 5:00 PM EST

2 Background and Purpose

2.1 Background

The Office of Health Care Workforce Innovation is situated in the New York State Department of Health's (the "Department") Center for Strategic Health Initiatives in the Office for Primary Care and Health Systems Management. The Office was established in 2022 in response to New York's commitment to rebuild and grow the health care workforce.

The Office of Health Care Workforce Innovation addresses New York State's health workforce shortage through grants and program initiatives while utilizing data to help drive policy recommendations. The Office is focused on increasing the supply of health care workers to meet the increasing demands across the state of New York.

New York State faces a critical health care workforce crisis, with severe shortages across multiple roles including registered nurses, licensed practical nurses, and entry-level care positions. Current projections indicate an urgent need to fill approximately 1.8 million health care positions annually to meet growing demand.

This workforce challenge is amplified by two concurrent trends:

1. The "gray wave" - an aging health care workforce with 25% of New York's health professionals now over 60.
2. Accelerated worker attrition following the COVID-19 pandemic as health care professionals transition to other industries.

The impact of these departing professionals extends beyond numerical shortages. As experienced practitioners retire, they take with them decades of institutional knowledge and expertise, creating critical competency gaps that affect patient care quality throughout New York. To address these challenges, the Department is currently focused on the following two priorities; however, we are open to any suggestions respondents may also have.

1. Increase Capacity
 - a. Build a health care workforce that reflects New York's communities.
 - b. Enhance access to care for underserved populations.
 - c. Actively recruit and support historically marginalized and underrepresented groups into health care careers.
2. Build Relationships
 - a. Create connections with health care management organizations, unions, and educational organizations across New York State.
 - b. Enhance access to support through job coaches, academic mentors, and other content experts.
 - c. Strengthen access to comprehensive literature, data, and educational materials.

The goal of the informational online platform is to empower individuals to pursue and advance their health care careers while addressing critical workforce gaps. By focusing on both immediate needs and long-term sustainability, the Department can build a more robust, diverse, and effective health care workforce for New York's future.

2.2 Purpose

The New York State Department of Health, Office of Health Care Workforce Innovation is seeking information and ideas regarding the development and maintenance of a centralized informational online platform for health care career resources.

Specifically, the New York State Department of Health is issuing this Request for Information (“RFI”) to:

1. Obtain vendor ideas for developing and maintaining an intuitive informational online platform that will connect approximately 100,000 people annually interested in exploring, pursuing, and/or advancing careers in health care to relevant information, resources, and services related to health care careers in New York State. This may include, but should not be limited to, existing and current training and educational opportunities, information on health care pathway programs and education, support services, employment opportunities, and information on health care workforce trends and research.
2. Identify approaches to enhancing the web-based experience of end-users who seek additional information or resources through follow-up, and/or handing of end-users’ queries to job coaches, academic mentors, and/or agency or organization representatives, when applicable.
3. Obtain ideas on methods to track the reach of the online platform to ensure that the information is reaching underserved communities across New York State to help expand health equity and recruit a more diverse pool of health care professionals.
4. Identify outreach strategies that that incorporate traditional and social media marketing approaches to strengthen the breadth and scope of the informational online platform.
5. Identify the key technical competencies, skills, and domain expertise that vendors must possess to successfully design, develop, deploy, and maintain the online platform throughout its lifecycle.

3 Who Should Respond

This RFI is seeking information from interested parties who:

- Demonstrate experience in designing, developing, and deploying user-friendly web platforms, particularly those serving high-volume users.
- Have specific experience in health care education, training, or workforce development platforms.
- Can implement robust analytics systems to track user demographics, measure platform reaches to underserved communities and provide actionable insights for outreach campaigns.
- Can create systems that not only provide information but also facilitate connections between users and human resources (job coaches, academic mentors, agency representatives) through follow-up mechanisms and query handling.
- Are familiar with New York State procurement processes, public sector compliance standards, and have experience with state or federal government projects.

The ideal respondent would likely combine several of these capabilities or demonstrate partnerships that address the full scope of the platform's requirements.

4 Questions About an Informational Online Platform

The NYS Office of Health Care Workforce Innovation is seeking information about the development of an informational online platform as further detailed in the following questions:

- What are approaches and ideas for how an informational online platform specializing in providing resources and assistance to health care trainees could be created and implemented?
- How can an informational online platform be easily implemented and designed with user friendly functionality?
- What are mechanisms for an informational online platform that could collect and store data, specifically zip codes and demographic data, and how can that data be used to examine end-user analytics to assess and inform marketing/outreach campaigns?
- What are some approaches for keeping all research and resources up to date, including but not limited to, educational opportunities, literature reviews, and contacts across New York State?
- How might an informational online platform function to connect users with job coaches, academic advisors, and other content experts to help them find their path into a health care career?
- What are the key milestones and timeframes for developing, testing, and implementing an informational online platform similar in scope to what is described in this RFI?
- What are the types of key technical details prospective bidders would need to know to respond to a Request for Proposal, such as: hosting requirements, interface requirements, content sourcing, information regarding the URL, user sign-in/authentication/account creation and maintenance, maintenance of the online platform, user training for the online platform, user support, downtime, etc.?
- What are the key technical competencies, skills, and domain expertise that vendors must possess to successfully design, develop, deploy, and maintain an informational online platform throughout its lifecycle?

5 Instructions for Responding to this RFI

This Request for Information is issued solely for information and planning purposes; it does not constitute a Request for Proposal, an Invitation for Bid or a promise to issue either. This Request for Information does not commit the Department of Health, or the Office of Health Care Workforce Innovation, to contract for any supply or service whatsoever. Responders are advised that the Department of Health or the Office of Health Care Workforce Innovation will not pay for any information or administrative costs incurred in response to this Request for Information; all costs associated with responding to this request will be solely at the interested party's expense. Not responding to this Request for Information does not preclude participation in any future Request for Proposal or Invitation for Bid, if any are issued.

This is not a solicitation for offers and no funding will be awarded based on responses to this RFI. Please monitor <https://www.health.ny.gov/funding/> for any changes or updates prior to submitting a response.

All responses should be limited to the information requested and in the format in which it is requested. While additional data may be presented, material not relevant to this RFI will not be reviewed by the Department. The Department requests that all organizations responding to this RFI designate a single contact within their organization for receipt of all subsequent information pertaining to this RFI.

The following sections include the requested format and information to be provided by each respondent. The RFI responses should be returned in electronic format.

5.1 Questions

Responders should submit questions and/or requests for clarifications regarding this RFI via e-mail by the specified date and time listed in [Section 1 Calendar of Events](#). Questions should be submitted to: HealthWorkforceConnects@health.ny.gov with the subject line "RFI 20732 Question Submission." The subject line for any questions regarding this RFI should be labeled as follows: "RFI #20732: Development of an Informational Online Platform for Health Care Workers – Questions."

Responses to questions will be posted at: <http://www.health.ny.gov/funding/> on or about the date posted in the Calendar of Events. Please be sure to check this website while you are developing your response.

Please include the following in the e-mail inquiry:

- Company name, contact person, telephone number, and e-mail address as part of the sender's contact information.
- The question(s) and/or a description of the issue or discrepancy found in the RFI.
- RFI section, page number, and/or other information to support identification of the specific problem or issue in question.

At its discretion the Department may contact vendors to seek clarification of any inquiry received. The Department will respond to questions and/or requests for clarification via addendum on or before the date listed in [Section 1 Calendar of Events](#).

5.2 RFI Response and Electronic Submission Requirements

Responders must respond to this RFI in full and according to instructions in this section. Please note:

- The deadline for providing information in response to this RFI is identified in Section 1 Calendar of Events. A complete response, prepared as specified in this RFI, must be received by the due date in order to be included in the Department's review process.
- All responses must be sent to the email address identified on the face page of this RFI.
- The responder's email should contain the subject line: "RFI #20732 – [Responder's Business Name] – Response."
- A responder's submission should include the following:
 - A cover letter with the responder's full contact information, including:
 - Name and title of individual responding
 - Business name of organization
 - Mailing address
 - Email address
 - Phone number
 - A brief written history of the responder's background and/or experience providing similar services relating to the development and management of an online informational platform.
 - A description of the projects that the responder has worked on, similar to the information online platform described in this RFI. Include dates of development and/or implementation. In particular, describe any New York State or Federal Experience.
 - A narrative that answers, in order, the questions posed in Section 4 of this RFI.
 - Responders may also include additional items of consideration that the Department might want to include in any future competitive solicitation development, not captured herein.
 - Please indicate whether or not your company would consider bidding on a future Request for Proposal that may result from this RFI for the services described herein. If you would not consider bidding, please explain why.

6 Review Process

Responses received on or before the due date listed in the Calendar of Events will be reviewed by the NYS Office of Health Care Workforce Innovation. The Department is under no obligation to use or return any information or material submitted in response to this RFI. Further, the Department is under no obligation to inform any responders as to the outcome of the review of responses submitted to this RFI, as this RFI is strictly for information gathering and planning purposes only.

Should the Department proceed with the development and issuance of a competitive procurement, such as a Request for Proposal, an advertisement would be placed in the New York State Contract Reporter as well as listed on the Department of Health's funding opportunities web page, located here: [Grants/Funding Opportunities - New York State Department of Health](#). Any responders to this RFI who express an interest in bidding on a future competitive procurement opportunity would be added to the Department's mailing list and would also receive an email announcement regarding the solicitation.

6.1 Responder Submission Clarifications

The Department may ask responders to clarify the contents of their submissions. Other than to provide such information as may be requested by the Department, responders are asked to refrain from seeking to alter responses or add information after the Deadline for Submission of Responses listed in [Section 1 Calendar of Events](#).

6.2 Reserved Rights

With regard to reviewing vendor responses received for this RFI, the Department reserves the right to:

1. Reject any or all responses received in response to this RFI;
2. Withdraw the RFI at any time, at sole discretion of the Department;
3. Issue subsequent RFIs to obtain any needed information not received in response to this RFI;
4. Contact responders to this RFI to obtain clarification or additional information;
5. Utilize all ideas submitted in the responses received; and
6. Request to meet with vendors.

7 General Terms

7.1 Reimbursement

The Department will not be responsible for expenses incurred in preparing and submitting responses to this RFI.

7.2 Freedom of Information Law (FOIL)

All responses may be disclosed or used by the Department to the extent permitted by law. The Department may disclose a response to any person for the purpose of assisting in evaluating the response or for any other lawful purpose. All responses will become State agency records, which will be available to the public in accordance with the Freedom of Information Law.

Any portion of the response that a responder believes constitutes proprietary information entitled to confidential handling as an exception to the Freedom of Information Law must be clearly and specifically designated in the response.

If the Department agrees with the proprietary claim, the designated portion of the response will be withheld from public disclosure. Blanket assertions of proprietary material will not be accepted, and failure to specifically designate proprietary material may be deemed a waiver of any right to confidential handling of such material.