

REQUEST FOR PROPOSALS (RFP)

Recruitment Services

Pagosa Springs Medical Center

Pagosa Springs, Colorado

1. Introduction

Pagosa Springs Medical Center (“PSMC”) is a Colorado governmental entity operating a Critical Access Hospital and outpatient clinic serving Archuleta County and surrounding communities. PSMC seeks proposals from qualified firms to provide recruitment services as an independent contractor.

The successful firm will demonstrate an established history of recruiting for other hospitals or medical clinics for rural Colorado or comparable rural and mountain regions where communities offer exceptional outdoor recreation, natural beauty, and a strong quality of life, but where candidates may require support navigating higher living costs and limited housing availability.

2. Background

PSMC is located in Pagosa Springs, Colorado, a thriving mountain community known for its outdoor recreation, hot springs, forests, and proximity to wilderness areas. As a Critical Access Hospital, PSMC provides a full spectrum of emergency, primary, and specialty care and relies on successful recruitment of mission-driven, community-minded staff.

PSMC has occasional need to recruit physician and APP candidates across multiple specialties, including but not limited to:

- Primary Care (Family Medicine, Internal Medicine)
- Emergency Medicine
- General Surgery
- Hospitalist Medicine
- Orthopedics
- Neurology
- Oncology
- Nurse Practitioners and Physician Assistants

3. Scope of Services

The selected contractor will be expected to provide comprehensive recruitment services, including:

3.1 Candidate Sourcing & Marketing

- Develop recruitment strategies tailored to rural Colorado and mountain communities.
- Actively source for qualified physicians, Advanced Practice Providers (APP), and other positions for which there is not a large candidate pool in the area (i.e. administrative, management, technical or clinical positions) through a variety of channels.
- Market PSMC positions with an emphasis on lifestyle, practice environment, and community attributes.
- Attend applicable recruitment events and conferences to represent and promote PSMC and our open postings.

3.2 Screening & Presentation

- Conduct initial candidate screening (credentials, experience, licensure viability, cultural fit).
- Provide PSMC with detailed candidate summaries, CVs, and evaluation notes.
- Assist with scheduling candidate calls with appropriate C-Suite Member, Director, or Manager as applicable.

3.3 Candidate Management

- Work closely with HR and Medical Staff Office to support coordination of interviews, site visits, travel, and communication.
- Communication with candidates throughout selection process.
- Prepare candidates for relocation considerations, including cost-of-living realities and rural practice expectations.

3.4 Advisory Support

- Assist with competitive compensation expectations for rural Colorado.
- Advise PSMC on recruitment trends, candidate motivations, and market dynamics.
- Support negotiation and acceptance processes as requested.

3.5 Compliance & Reporting

- Maintain compliance with federal/state regulations affecting recruitment.
- Provide periodic reports on recruiting activity, candidate pipeline, outreach efforts, and status of open searches.

4. Contractor Qualifications

Respondents must demonstrate the following:

- Documented experience recruiting for hospital/medical clinic staff, physicians, and APPs for **rural or mountain communities**, preferably in Colorado or the Four Corners region.
- Established recruitment infrastructure, tools, and personnel capable of managing multiple searches.
- Familiarity with Critical Access Hospital staffing needs.
- Strong track record of successful placements, with references.
- Understanding of challenges related to high cost of living and housing shortages in desirable rural areas.
- Ability to serve as an independent contractor, not an employee or agent of PSMC.

5. Proposal Requirements

Proposals must include:

- 1. Company Overview**
 - History, ownership, and organizational structure
 - Office locations, especially Colorado or Western U.S.
- 2. Experience & Past Performance**
 - Description of experience working in rural Colorado or similar regions
 - Case examples or success stories
 - Client references (minimum of three)
- 3. Approach & Methodology**
 - Description of sourcing, screening, and marketing methods

- Strategies for recruiting to rural communities with high living costs
- Timeline expectations

4. Team Qualifications

- Bios of primary recruiters and support staff

5. Fee Structure

- Contingency, retained, or hybrid fee models
- Any guarantees (replacement clauses, etc.)
- Travel or marketing cost expectations

6. Contract Terms

- Sample contract or standard terms and conditions

7. Additional Information

- Any supplemental materials that strengthen the proposal

6. Evaluation Criteria

Proposals will be evaluated on the following:

- Demonstrated success recruiting for rural Colorado or similar markets
- Experience with Critical Access Hospitals and rural healthcare needs
- Strength of methodology and sourcing capabilities
- Recruiter qualifications and experience
- Pricing structure and overall value
- References and proven performance
- Understanding of community challenges and opportunities

PSMC reserves the right to accept or reject any proposal, to request additional information, and to negotiate final terms with the selected contractor.

7. Submission Instructions

Deadline:

All proposals must be submitted by Thursday, February 5, 2026 at 4:00pm mst

Submission Format:

Proposals must be submitted electronically in PDF format.

Submit

Pagosa Springs Medical Center

Attn: Krista Starr, Manager of the Medical Staff Office

Email: Krista.Starr@PSMedicalCenter.org

Questions regarding this RFP may be directed to the contact above. All questions and responses may be shared with all known proposers to ensure fairness and consistency.

8. Tentative RFP Timeline

- RFP Release: January 15, 2026
- Proposals Due to PSMC by: February 5, 2026 by 4:00 pm mst
- Interviews or Clarifications: after Feb. 10, 2026 and no later than Feb. 26, 2026
- Selection & Notice of Intent: no later than Monday March 2, 2026

9. Contract Term

PSMC anticipates awarding a contract for an initial one-year term, with the option to renew annually based on performance, mutual agreement, and organizational need.

10. Additional Conditions

- The successful contractor will function as an **independent contractor**, not an employee.
- PSMC is a governmental entity subject to Colorado procurement, open meeting, and open records laws unless exemptions apply.
- PSMC reserves all rights under Colorado law to modify, withdraw, or cancel this RFP.