

Healthcare RFP Readiness Checklist

Salesforce Marketing Cloud + Data Cloud

- 1) Strategy outcomes and KPI baselines defined
- 2) Data Cloud identity + consent governance documented
- 3) Marketing Cloud journey and frequency controls enforced
- 4) Security controls: RBAC, MFA/SSO, auditability, incident response
- 5) Delivery plan, risk model, and operating cadence in place

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