



Request for Proposals for Course Development for Medical Assistants on the Theory and Techniques of Intravenous (IV) Initiation and Discontinuation

General Information

Established in 1956, the American Association of Medical Assistants (AAMA) is the only association devoted exclusively to the medical assisting profession. The mission of the AAMA is to provide the medical assistant professional with education, certification, credential acknowledgment, networking opportunities, scope-of-practice protection, and advocacy for quality patient-centered health care. Headquartered in Chicago, IL, AAMA is a trilevel organization comprising national, state, and local levels. The AAMA Certifying Board is responsible for the development and maintenance of the Certified Medical Assistant (AAMA)®, or [CMA \(AAMA\)®](#), certification program.

Purpose and Objective

The Certifying Board (CB) of the AAMA is researching the feasibility of creating and offering a stand-alone credentialing exam in IV initiation and discontinuation that would be available to medical assistants holding a current CMA (AAMA) credential. Completion of a course in IV initiation and discontinuation would be a prerequisite for taking the IV initiation and discontinuation exam that would be offered by the CB of the AAMA. Those who successfully complete the course and pass the exam would be given the option of putting the initialism “IV” after their “CMA (AAMA).”

The CB is seeking a qualified vendor or educational facility (including schools that have a CAAHEP- or ABHES-accredited medical assisting program) to develop a comprehensive training course aimed at medical assistants. The course will focus on the skills and knowledge required to safely perform intravenous (IV) initiation and discontinuation. This training will ensure that participants are well-equipped to provide high-quality, safe care within the scope of their practice which does not violate any of the laws of the state in which the course is conducted. This course will not include IV infusion.

Scope of Work

The vendor/educational facility will be responsible for the following:

I. Curriculum Development

The proposal should describe the design, objectives, and content for a curriculum that covers, but is not limited to:

- Anatomy and physiology of veins and intravenous therapy.
- Safe and effective techniques for initiation and discontinuation of an IV.
- Theory and techniques of IV initiation and discontinuation.
- Infection control practices and equipment handling.

- Hands-on training with IV insertion and removal. There must be demonstration of an established number of IV starts and IV discontinuations performed on live subjects with legally required supervision by a license health care professional (e.g., MD/DO, nurse practitioner, physician assistant/associate) or a licensed health care clinical professional with knowledge and competence in IV initiation and discontinuation (e.g., RN).
- Course length.

II. Course Materials

The proposal should describe the course materials and detail the development and provision of high-quality instructional materials, including:

- Lecture slides or handouts.
- Instructional videos or demonstrations.
- Simulated case studies or real-life scenarios.
- Practical skills assessments and evaluations.
- At least one didactic exam that measures the knowledge that medical assistants need to initiate or discontinue IVs safely and effectively.

III. Delivery Method

The proposal should describe the delivery method for the course that could include:

- In-person classroom sessions.
- Online components or hybrid model (if applicable).
- Practical training with real equipment or simulation tools.

IV. Vendor and Instructor Qualifications

To be considered for this project, the vendor or educational facility must provide qualified and experienced instructors who have a background in intravenous starts and discontinuations, adult education, and experience in teaching medical assistants and demonstrate the following qualifications:

- Experience in developing and delivering healthcare training courses, particularly in intravenous starts and discontinuations.
- Ability to provide certified instructors with appropriate credentials.
- Previous success in training allied health professionals or similar groups.
- Understanding of the legal and regulatory environment surrounding allied health professionals and IV theory and technique.
- Ability to work with the AAMA to ensure the course meets specific needs and complies with all relevant standards.

V. Certificate of Completion

Participants who successfully finish the course and meet the required competencies will be provided a certificate of completion by your school or company.

Proposal Review Criteria

Proposals will be evaluated based on the following criteria:

- Relevant experience and qualifications.
- Quality and comprehensiveness of the course curriculum.
- Expertise of the instructors.
- Flexibility and adaptability of the proposed delivery method.
- Cost-effectiveness and value for money.
- Ability to meet deadlines and timelines.
- References and past successes with similar projects.

Timeline

Request for Proposals issued to prospective vendors	April 28, 2025
Proposals due to AAMA	November 1 st of each year
Review period	Ongoing
Notification of selection	Within 6 months of submission

Proposal Conditions

The AAMA seeks proposals that will provide:

- **Company Overview:** Brief description of your organization, including history, mission, and services.
- **Course Outline:** A detailed description of the proposed curriculum, including course objectives, topics, duration, and delivery methods.
- **Instructor Profiles:** Information on the instructors, including qualifications, certifications, and relevant experience.
- **Anticipated price:** The anticipated price that you would charge registrants for your course.
- **Timeline:** Proposed timeline for course development, including milestones and a projected start date.
- **References:** A list of at least two references from similar projects or training programs.

Submission Guidelines

Proposals should be sent electronically to:

Katie Gottwaldt
kgottwaldt@aama-ntl.org
312-583-2876

Please use the subject line: **Proposal for IV Training Course Development.**

Terms and Conditions

1. The AAMA reserves the right to accept or reject any proposal without providing reasons for so doing.
2. There is no provision for reimbursement by AAMA of costs incurred by the bidder in responding to this solicitation.

3. The bidder should acknowledge, if awarded the contract, that they will: function as an independent contractor in the conduct of this project. and at all times comply with all laws, rules, and regulations.
4. The proposal should be prepared in conformance with the guidelines stated in this RFP.