

What States Are Actually Buying:

RHT Procurement Reality Check for Healthcare Tech Vendors

Prepared by LocutusHealth · locutushealth.com · April 2026

STATE SPECIFICITY FACTS

RHT procurement is state-administered and culturally specific

Generic national pitches will signal to state evaluators that a vendor hasn't done foundational work.

The window for positioning is closing

States are building preferred vendor short lists now. Early-mover vendors are establishing relational equity that compounds through 2030 and beyond.

Standard GTM playbooks carry real procurement risk

Multiple state-specific dynamics are already surfacing and most vendor teams haven't been trained or equipped to address this level of precision.

Features won't close these deals

States will evaluate whether a vendor understands their community, program goals, and sustainability timeline, not their product specs.

RHT IN THE FIELD

A National Vendor's Standard Playbook Meets Hawai'i's Procurement Culture

Consider a scenario likely to play out as Hawai'i moves into active RHT vendor selection: a major national technology vendor—experienced, well-resourced, with a strong track record in large healthcare deployments—shortlists Hawai'i. Their materials are polished and case studies illustrate the exact results highlighted in the state application.

...still, the approach that built that track record is likely to work against them here.

CAUTIONARY SCENARIO · HAWAI'I RHT MARKET ENTRY

The 'Ohana and Kuleana Problem

Hawai'i's RHT plan centers two foundational cultural values: 'ohana (relational, collective well-being) and kuleana (shared responsibility to place and community). State and community stakeholders will evaluate vendors on whether their presence actively benefits the local community, workforce, and cultural ecosystem, not just on capability.

A pitch leading with interoperability specs, advanced analytics, and national-scale deployment experience without a parallel narrative about community trust, local workforce development, and cultural safety will signal "this is about our product, not your people." Leaning too heavily on national case studies and digital backbone language while underplaying neighbor island realities and Native Hawaiian health priorities can easily read as extractive rather than aligned.

⚠ Hawai'i's procurement process will favor organizations that can move at the speed of trust with local partners. A features-and-functionality posture will slow or block relationship-building before a single procurement conversation takes place.

5 State-Level Procurement Realities

Every RHT state has its own dynamics. These five are already surfacing across active states.

1

HAWAII

Cultural Alignment Will Be an Explicit Evaluation Criterion

Hawaii's state plan requires vendors to demonstrate community benefit beyond features and transformation outcomes.

2

FLORIDA

Reciprocal Preference Laws Can Affect Eligibility

Florida has specific procurement disadvantages for some out-of-state bidders. This doesn't eliminate Florida as a target, but it's a critical factor in state shortlisting—especially for vendors prioritizing speed to procurement over long-term positioning.

3

TEXAS

Granular Pricing Requirements Will Expose Flat-Fee Models

Some Texas procurements require significantly more itemized pricing detail than vendors typically provide. Teams relying on bundled SaaS or flat recurring fees should expect to build deeper cost breakdowns.

4

ALABAMA · ARKANSAS · INDIANA

Physical Presence Requirements Could Be Disqualifying

To protect local vendors, some states may require in-state presence, (e.g., leased office space) in certain procurement scenarios. For distributed or fully remote vendors, this needs to be identified and addressed early in state selection planning.

5

CALIFORNIA

AI Regulations Will Require a Dedicated Compliance Narrative

California has a growing and legally binding web of AI-related requirements, including restrictions on AI denying care (SB 1120), the "No Fake AI Doctors" law, and new vendor certification requirements. For vendors with AI-embedded solutions, procurement will require a compliance narrative many teams haven't built.

Ready to assess your team's RHT procurement position?

Book a strategy session to review your state shortlist, messaging alignment, and sales readiness against specific RHT procurement requirements.

calendly.com/locutus/60min · growth@locutushealth.com · locutushealth.com