



# GUIDE TO CONTRACTED VENDOR PROMOTIONAL REQUESTS & SUPPORT

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## Introduction

The GNYHA Ventures group purchasing and supply chain strategy companies—GNYHA Services, Essensa, and Innovatix—serve as agents of our members. In working with vendors to communicate contract information and new purchasing opportunities (promotions, Group Buys, value-adds, etc.), we must ensure that we are not assuming a marketing role for our contracted vendors. Our companies adhere to a strict Code of Conduct and must present all purchasing opportunities to our membership in order to allow them to select the products/vendors that best meet their needs.

**We greatly value our relationships with our vendors. We are committed to communicating the value proposition of all available contracts and purchasing opportunities to our members to the extent that our Code of Conduct permits.**

The following pages offer guidance on how the GNYHA Ventures GPO companies can work with vendors to inform our members and others about new and differentiated offerings.



# Value Proposition

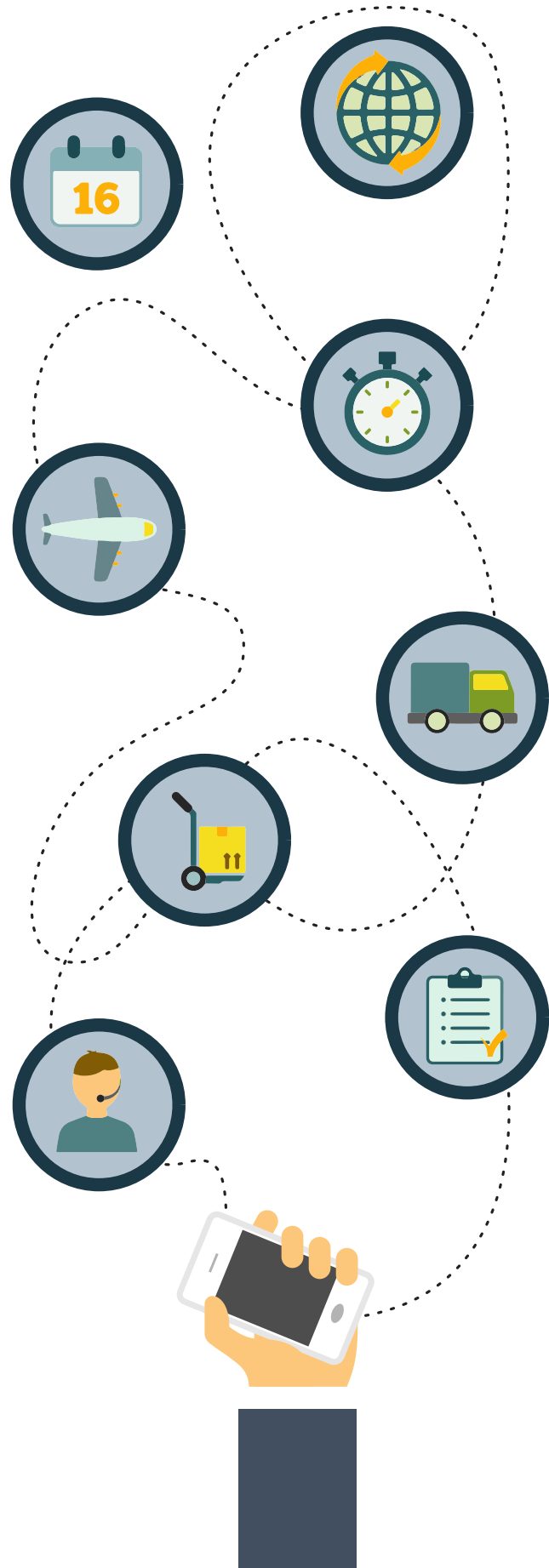
## Thank you for your interest in becoming a GNYHA Ventures contracted vendor.

The GNYHA Ventures companies aim to offer differentiated, high-quality group purchasing and supply chain support that maximizes our members' overall financial performance. We also provide the resources needed to enhance care and service delivery. One of the ways in which we accomplish this mission is by continually refreshing our contract portfolios to introduce new products and services that support our members' changing needs.

### BY CONTRACTING WITH GNYHA VENTURES, VENDORS :

- can be assured that they are working with an organization that has a reputation for excellence;
- have access to a national purchasing membership of 300+ hospitals and 1,500 health-related facilities through GNYHA Services, 23,000 members through Innovatix, and 14,000 members through Essensa;\*
- have access to a highly desirable marketplace where their industry makes a difference;
- are able to work with a team that is passionately committed to supporting the needs of healthcare and other service delivery organizations (we have more than 100 staff members both in our headquarters and in the field who are dedicated to account management and growth); and
- are able to provide unsurpassed value to healthcare providers through a unique purchasing model that blends national and regional contracting, and, in turn, helps providers continue to enhance the way in which healthcare is delivered.

\*depending on vendor's approved classes of trade



# Announcing New Contracted Relationships & Agreements

## Announcement Process

The GNYHA Ventures GPO companies announce new direct or enhanced agreements through our member publications (depending on class of trade) upon completion of a contract. These include electronic communications for the GNYHA Services, Essensa, and Innovatix brands as well as blast faxes distributed on an as-needed basis to non-acute care facilities. Vendors have the opportunity to contribute information to these announcements should they wish to do so.

New contracts are also included in our collateral, which is available through our websites and other means of outreach. We employ field professionals who work directly with members to understand their needs and highlight beneficial contract opportunities. These interactions also help facilitate contract penetration.

## Press Release Policy

As a general rule, GNYHA Ventures and our portfolio companies do not send press releases regarding our regional (direct or enhanced) contracts.

## Why?

The GNYHA Ventures GPO companies serve as agents for our members and must ensure that we are not assuming a marketing role for our contracted vendors when communicating new purchasing opportunities. Instead, we educate our members about new or enhanced contracts/contract categories, allowing the members to make the best purchasing decisions for their organizations. To support this approach, we adhere to a strict Code of Conduct.

## Vendor Press Releases

We are happy to review and approve press releases that are drafted for dissemination by our contracted vendors. If a vendor sends a press release about a regional contract with one of the GNYHA Ventures companies and promotes the release via social media, the relevant GNYHA Ventures brand will acknowledge and share an @message directed at the vendor's Twitter handle. **Any vendor wishing to issue a press release must work with a member of the Corporate Communications team.**

## Contact Information

We understand that you may not have a designated representative to field member questions regarding a contract. In this case, please set up an inbound-only email account that follows this format:

- GNYHA Services Contract:  
[gnyhacontract@vendor.com](mailto:gnyhacontract@vendor.com)
- Innovatix Contract:  
[innovatixcontract@vendor.com](mailto:innovatixcontract@vendor.com)
- Essensa Contract:  
[essensacontract@vendor.com](mailto:essensacontract@vendor.com)



## SUPPORTING VENDORS WHILE REMAINING OBJECTIVE

GNYHA Ventures and our GPO companies work hard to remain objective and vendor-neutral agents of our members.

We follow a strict Code of Conduct. Therefore, we cannot show a preference for a particular product, category, or vendor.

However, we stand ready to support our vendors' outreach efforts by offering access to our member directory (companies, not contacts), official authorized-vendor logos for use on vendor-created materials, and materials review by our Corporate Communications and Legal teams to ensure that vendors associate with the GNYHA Ventures' brands appropriately.

### Press Release Guidelines for Vendors

We ask that our contracted vendors follow a few simple guidelines when drafting press releases/announcements about regional contracts.

1) Never use the word “partner.”

From a legal perspective, the term partner denotes a specific business relationship that is not consistent with our contracting process. Therefore, we ask vendors to refrain from using it. Instead, we recommend “signed an agreement with” or “joined the portfolio.”

#### Example

Not approved:

Vendor {NAME} Partners with GNYHA to Provide {PRODUCT} to GNYHA Members

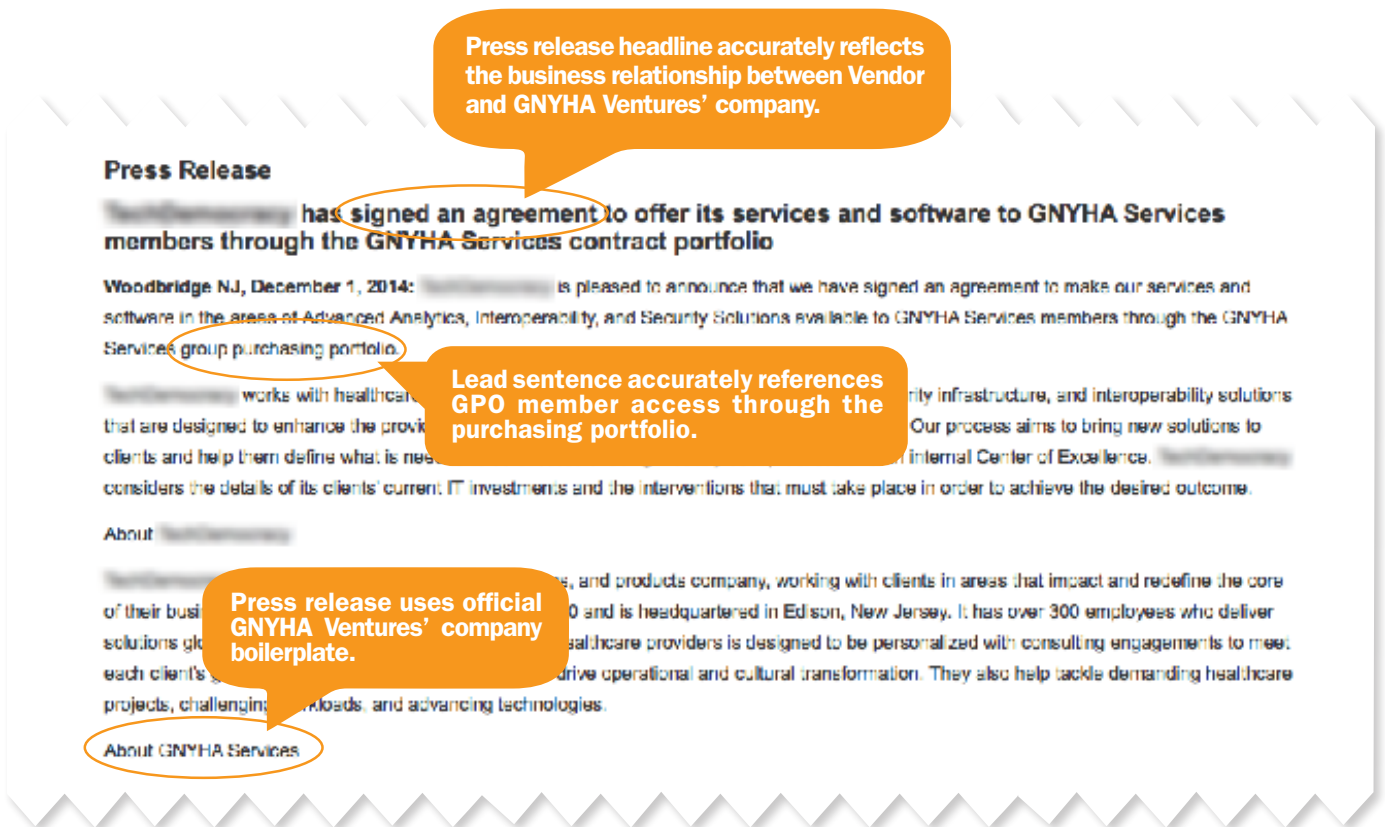
Approved:

Vendor {NAME} Joins GNYHA Services’ Purchasing Portfolio  
New agreement provides GNYHA Services members access to preferred pricing for {PRODUCT}

2) When discussing the details of your agreement with a GNYHA Ventures company, highlight member access.

3) Our corporate policy restricts the use of quotes from our executives and staff in vendor press releases. Vendors should feel free, however, to include a quote from their own executives.

4) Our Corporate Communications team will be happy to provide our vendor marketing teams with the appropriate official company boilerplates for use in press releases.



**Press Release**

**Vendor {NAME} has signed an agreement to offer its services and software to GNYHA Services members through the GNYHA Services contract portfolio**

**Woodbridge NJ, December 1, 2014:** Vendor {NAME} is pleased to announce that we have signed an agreement to make our services and software in the areas of Advanced Analytics, Interoperability, and Security Solutions available to GNYHA Services members through the GNYHA Services group purchasing portfolio.

Vendor {NAME} works with healthcare providers to deliver cloud-based, interoperability, and interoperability solutions that are designed to enhance the provider's ability to deliver care. Our process aims to bring new solutions to clients and help them define what is needed to achieve their goals. Vendor {NAME} Internal Center of Excellence. Vendor {NAME} considers the details of its clients' current IT investments and the interventions that must take place in order to achieve the desired outcome.

**About Vendor {NAME}**

Vendor {NAME} is a leading provider of cloud-based, interoperability, and products company, working with clients in areas that impact and redefine the core of their business. Vendor {NAME} is headquartered in Edison, New Jersey. It has over 300 employees who deliver solutions globally. Vendor {NAME} healthcare providers is designed to be personalized with consulting engagements to meet each client's needs. Vendor {NAME} drive operational and cultural transformation. They also help tackle demanding healthcare projects, challenging workloads, and advancing technologies.

**About GNYHA Services**

**Callout 1:** Press release headline accurately reflects the business relationship between Vendor and GNYHA Ventures’ company.

**Callout 2:** Lead sentence accurately references GPO member access through the purchasing portfolio.

**Callout 3:** Press release uses official GNYHA Ventures’ company boilerplate.

All press releases that mention GNYHA Services, Essensa, Innovatix, or contracted agreements must be reviewed and approved by the GNYHA Ventures Corporate Communications and Legal Departments prior to dissemination.

## Social Media

The GNYHA Ventures GPO companies maintain active Twitter and LinkedIn accounts that are used to interact with our members, vendors, and the public.

### New Contract Promotion

While GNYHA Ventures does not send press releases regarding our regional contracts, we do agree to review and approve press releases that are drafted for dissemination by our contracted vendors (see pages 5&6). We may then use Twitter to help promote the placement of this information should it be picked up by industry media outlets.

Newly contracted vendors are invited to @message the appropriate GNYHA Ventures company Twitter handle, and we may retweet once to our followers. GNYHA Ventures may also actively @message contracted vendors participating in this space to announce a new contract.

### Educational Initiatives

The GNYHA Ventures companies may share details about upcoming vendor educational events via Twitter to help make our members aware of these opportunities. We may also retweet any webinar or educational session about a contracted product or service from one of our vendors if the vendor @messages a GNYHA Ventures company Twitter handle. We will retweet a maximum of two tweets about any single event.

Example



## Additional Promotional Requests and Support: FAQs

### **I am interested in contacting your membership about our new contract.**

#### **Am I able to do so?**

The GNYHA Ventures companies will share a member directory with our contracted vendors during the sourcing process. We are, however, unable to share specific names, titles, or contact information of individuals in our member facilities.

Should a vendor wish to contact our members directly, they are able to do so. However, any electronic communications or marketing collateral that mentions our contract must be reviewed by the GNYHA Ventures Corporate Communications team prior to release.

### **Our marketing team would like to create co-branded collateral that targets members of a GNYHA Ventures company. Is there a process or policy that must be followed?**

Yes. Contracted vendors may use our authorized-vendor logos on collateral that provides factual information about our contract. Any piece mentioning a GNYHA Ventures company or contracted agreement must be reviewed by our Corporate Communications and Legal teams and must abide by our authorized-vendor logo guidelines.

The style guidelines referenced in the Press Release portion of this document (page 6) must also be followed for collateral. Text in these documents should not make promises about clinical/quality improvements unless factually based. Using language such as “aims to” or “is designed to” can convey the message of product efficacy without making unsubstantiated claims of “best” or “leading,” which cannot be supported.

### **How can my product or service get additional promotion or exposure to your membership?**

The simple answer is to add differentiated value. Speak with our contracting teams about providing additional discounts, special promotions, opening your products/services to additional classes of trade, or adding them to our Employee Discount Program portfolio. Other options:

**Send us member testimonials.** If one of our GPO customers is willing to share their satisfaction with your product or their successful experience with your service, our Corporate Communications team can help publicize that member’s account in various publications (self-published and trade, if applicable).

**Relevant context.** The GNYHA Ventures companies release information regarding specific purchasing categories at different times throughout the year. If your product or service is relevant to something that is happening in the industry, is seasonal, or we find a need to remind members that these purchasing opportunities exist, we will highlight your agreement (with any other applicable ones) through member-facing collateral or communications.

**Focus on education.** The GNYHA Ventures companies are willing to share complimentary educational initiatives with our members, whether they are directly related to our contracts or not. Please note: these must be educational and not sales-based events. We also like to share white papers and industry articles through our member communications. Please keep the Corporate Communications team informed if your company offers suitable educational initiatives.



**Will GNYHA Ventures help us promote events hosted by our company to its members?**

The GNYHA Ventures companies will share educational initiatives (webinar calendar, conference, etc.) offered by our contracted vendors through our electronic communications and social channels. Vendors may also have the opportunity to participate in educational seminars, or live or on-demand webinars hosted in coordination with a GNYHA Ventures company that are either related to a specific industry topic or the focus of a contract. Recordings of these events will then be housed as part of an educational library for members and staff on our company websites. GNYHA Ventures will contact vendors about this directly and cannot make any guarantees, as these opportunities depend on event schedules and contract categories.

**I would like to view a copy of the full communication that my contract announcement or article was placed in. Is this possible?**

Much of the content highlighted in our member communications includes pricing information and is, therefore, considered proprietary and for member viewing only. However, GNYHA Ventures will share copies of contract announcements and specific articles with vendors.

**How can I get in touch with the GNYHA Ventures field staff to provide information about our product/service?**

Formal presentations by contracted vendors to our field staff can be arranged at the time a contract is executed. These presentations may be arranged depending on the group’s meeting schedule and the value proposition of the contract. Please note that access to these types of meetings is limited by the number of meetings and the depth of our contract portfolios.

A list of field staff may also be shared by our contracting teams so that vendors can send introductory emails. Please note, however, that this action does not mean that our field staff is agreeing to opt-in to receive further communications.

*We look forward to working with you. Additional questions should be addressed to the GNYHA Ventures Corporate Communications team.*



## Contact Information

All communications-related requests must be directed to the GNYHA Ventures Corporate Communications Department. Please complete our Contracted Vendor Promotional Request Form to submit your inquiry. The appropriate member of the Corporate Communications team (depending on the GNYHA Ventures company noted in the request) will respond to you in a timely manner.

[www.gnyhaventures.com/VendorPromotionalRequestForm](http://www.gnyhaventures.com/VendorPromotionalRequestForm)

