

Know Before You Go

- IDN/Customer Name
- Who is there Primary GPO?
 - Do they utilize a secondary GPO or RPC?
- What are your current YTD sales with the customer?
- Do you have current ongoing trials driven by the sales team? Single or multiple facilities?
- What pain points have brought you to the meeting today?
 - Backorders, Infection Control, product failures, etc. (These can be from the competition for from your own company)

Insight Questions

- Ask your customer to prioritize these topics, one being most important:
 - 1) Cost Reduction 2) Vendor/SKU Reduction 3) Contract Compliance 4) Supply Chain Transparency
- What is the customer's annual savings budget for the fiscal year?
- Is this number a group savings or the individual contract managers to obtain?
- What saving styles are acceptable: Pay at the Pump, Rebate, Consignment?
- Are they candidates for Family Product Contracting?
- What Product categories are they interested in and are they looking at any current categories now?
- What contracts do they have in place today that may overlap with your category?
- What is their contract/bidding cycle? Do they always follow the GPO schedule?
- Are they the right person to manage the GPO contracts and will they operate on Locals?
- Tell me about your Value Analysis Team:
 - How often do they meet?
 - How many people are on the VAT?
 - What are their requirements for product/technology review?
 - Do they let Industry Partners present live or virtually?

- How do they currently manage their backorders?
- Who manages investigating replacement products?
- Do they collaborate with their vendors to create auto-sub?
- Do they have Central Warehouse/Self Distribution?
 - Is a separate contract needed to have products stocked in that DC?
- Who is their Prime Vendor?
 - Is that a stable relationship or out for RFI?
 - Who is their primary contact and is it ok for you to reach out to them for an introduction?

Take-A-Ways/Follow up

- Who are the Internal Champions by product area?
- What other hurdles or roadblocks (current contracts/people) do you see?
- Complete a cross reference for cost comparison
- Can our product/service be presented at the next VA meeting?

These questions are vital for building your proposal to meet your customers' individual experience with your company.

MedBridge Advisors is here to support your GPO, IDN and Value Analysis contracting strategies. Learn more at www.medbridgeadvisors.com

Thank you,
Dan Toomey
Principal Advisor & Founder

