



## Supplier Education

### General overview

It's time to rise to the next level in understanding provider's complex and dynamic needs. Each of the four unique education sessions are designed to better align your strategy and equip you with insights and intelligence that drive your growth opportunities. You'll hear from providers, your peers and Vizient® experts on our competitive approaches focused on:

- Aligning data, analytics and insights to optimize performance
- Providing unique and differentiated connectivity
- Fostering collaboration and innovation
- Informing strategy development and guiding implementation support

### Redefining Possibilities for National Account Professionals

Tuesday, September 19, 2023  
8 – 8:45 a.m. | Moulton 1 & 2

Hear first-hand from your peers on opportunities to embrace new partnership approaches and show up as a hero to your organization. This powerhouse panel of National Account Professionals will share their experiences of how they've elevated their roles and responsibilities to new heights to achieve personal success for themselves and value for their organizations as they lean in and engage more strategically with providers and Vizient.

### Learning objectives

- Learn specific tactics and methods that result in increased benefits and growth for your organization
- Understand the importance of engaging others across your organization to elevate your Vizient partnership opportunities
- Discover new ways to transform your role and how that directly impacts positive outcomes for you, providers and the healthcare industry

### Speakers and credentials

**Moderator:** Bryan Grossman, SVP, Strategic Supplier Performance and Category Management, Vizient

**Panelists:** Bill Le Febve, Area Vice President, National Accounts, Baxter Healthcare Corporation; Murray Sales, Senior Director, Enterprise Accounts, Medtronic; and Stephanie Nead, Senior Director, National Accounts, Mölnlycke

## Pharmacy Landscape: The Future is Here

Tuesday, September 19, 2023

8 – 8:45 a.m. | Margaux 1 & 2

Healthcare systems continue to implement new strategies to address evolving market trends, regulatory shifts, and patient care needs. The changes in the healthcare landscape have created more focus on growth, efficiencies, and innovation, presenting opportunities for you to collaborate, innovate and provide dynamic solutions in these areas.

New opportunities to develop a unique value proposition for all types and sizes of health systems are increasing. In this session, you will hear directly from industry thought leaders about critical trends and topics to consider and how you can leverage Vizient pharmacy capabilities and solutions to enhance your market position and partner with health systems to navigate these changes.

### Learning objectives

- Learn first-hand how the health system needs today are different and how pharmacy is a strategic contributor to the future of the health system
- Understand the new ways Vizient pharmacy is addressing the changing market needs and product access
- Hear supplier experiences on the differential value that can be delivered in partnership with various pharmacy solutions that directly impact provider performance

### Speakers and credentials

**Opening:** Azra Behlim, AVP, Pharmacy Sourcing & Program Services, Vizient

**Panel Moderator:** Mittal Sutaria, SVP, Pharmacy Solutions, Vizient

**Panelists:** Ryan Pepper, AVP, Pharmacy Supply Chain, Oschner Health; Torry Thomas, Director, National Accounts, Beigene; Marcus Lumpuy, VP, Hospital Specialty, Pfizer

## Customer Relationships Soar With Vizient's Supplier Performance Support

Tuesday, September 19, 2023

9 – 9:45 a.m. | Moulton 1 & 2

Whether it's gaining access to decision makers, visibility and insights from data, or growing market share in a competitive market, manufacturers of healthcare-related supplies and services are facing a growing number of challenges. As providers face shrinking margins while not losing sight of quality and outcomes metrics, they are turning to industry partners for help.

In this session, you will hear from one organization who has experienced success with customers by leveraging a strategic relationship with Vizient. Compass One Healthcare provides food and nutrition, environmental services, and healthcare technology management/clinical engineering services to providers around the world. Regardless of what area of the hospital your products and services are used, you will learn practical ways to work with Vizient to improve performance.

### Learning objectives

- Learn how Vizient can support and inform your go-to-market strategy
- Learn how to work with Vizient beyond a contract
- Understand the value of engaging with Vizient across your organization

### Speakers and credentials

**Moderator:** Kevin Galyean, VP, Supplier Performance

**Compass One Panelists:** Tom Funk, Executive Vice President, Strategy; Dudley Poppens, Senior Vice President, Sales; and Marissa Golison, Director of Sustainability

## One Size Does Not Fit All — Successful Customer Segmentation

Tuesday, September 19, 2023

9 – 9:45 a.m. | Margaux 1 & 2

In the United States today there are over 6,100 hospitals, 8,400 surgery centers, and 230,000 physician offices. As you build your go to market strategy, how do you determine:

- Which customers should you pursue first or avoid completely?
- Which customers have the greatest need for your solutions?
- Which customers have the greatest ability to adopt your solutions?
- What are the most effective customer access points and sales channels?
- How do you tailor your value proposition to customer needs?
- Which groups of customers have similar priorities or face similar pain points?
- Are your targets today really the right ones?

Our experience shows that following a strategic, multi-dimensional approach to customer segmentation helps accelerate growth. This includes evaluating customer clinical needs, sophistication, future patient demand, and market dynamics. By identifying the right customers and sales channel partners, you can tailor your value proposition to improve the effectiveness and credibility of the sales teams. No one wants to be approached with a 'one size fits all' message, and health system customers are no different. Health systems expect suppliers to come prepared with a perspective on how their solutions, and their organization as an enterprise, can address their needs. In this session, learn the key considerations to effectively segment your customers and show up credibly to win in the right accounts.

### Learning objectives

- Better understand how suppliers have traditionally segmented markets - what works and what does not
- Establish new perspectives on how to target sales channels that encompass the larger universe of customer priorities
- Learn considerations for how providers want suppliers to show up – one size fits all vs. tailored approach

### Speakers and credentials

Beth Graefe, EdD, Senior Vice President, Supplier Performance, Vizient/Sg2

Igor Unman, Associate Principal, Supplier Performance, Vizient/Sg2