Intalere is proud to include the finest suppliers in the healthcare industry in our national network of solutions. To ensure a successful partnership, Intalere works together with each supplier to market the company’s products and services.

Suppliers provide exceptional value – savings, quality and service – to our healthcare provider members. As a result, Intalere conducts a formal contract launch and offers marketing opportunities to promote contracts. The contract launch and promotion strategies and tactics include print and electronic materials for both Intalere members and Intalere representatives.
Intalere Supplier Program

The Value

Intalere Supplier Tools

- **Supplier Resources Website** — Suppliers have access to Intalere membership data, contract activation, reports, Intalere sales rosters and maps. In addition, the mobile website allows you to identify members in certain geographical areas while on the go.

- **Elevate Conference** — Intalere’s annual conference to integrate our community of members and suppliers to nourish our collective passion for improving the health and well-being of our organizations and patients. There are many sponsorship and exhibit opportunities available for suppliers that provide the opportunity to network with members, not only in the exhibit hall, but throughout the conference, and with the Intalere team during the ever-popular Reverse Tradeshow. Supplier sponsors/exhibitors may also request to participate in the Emerging Technology Tradeshow and attend our enriching, content-driven education sessions, awards dinner, and other conference activities and events.

Intalere Sales Representative Tools

- **Intalere Sales Team** — Intalere has dedicated Acute and Non-Acute sales teams as well as Clinical Specialist Teams for each business unit.

- **Marketing Collateral** — Suppliers may provide collateral material which will be posted internally for Intalere sales representatives. Supplier collateral should include the contract number and Intalere contracted supplier logo.

- **Supplier Call Guide** — Suppliers may develop this tool for sales representatives to use when speaking with members. The call guide includes information such as titles and class of trade specific to the contract, questions to ask, business challenges members are facing, value propositions, possible objections and appropriate responses, and market overview. Other recommended collateral would be a 30-second elevator speech that our reps can use.

- **Contract Data Sheet** — The contract data sheet provides all pertinent contract information, including product listing, pricing, contract benefits and contact information. Members can access the contract data sheet via the Intalere Member Resources website.

- **Media Announcement** — Intalere will work with the supplier on a brief media announcement, which will be distributed to industry print and online publications and posted on the Intalere public website.

- **Intalere News** — A digital newsletter sent to all Intalere members once a month. Featured sections include New Contracts, Special Offers, Education & Events, and GPO Portfolios. Intalere News drives Intalere members back to the Member Resources website for complete news and information.

- **Intalere Member Resources Website** — Through this member-only website, Intalere members can access contract information, purchasing history and financial information in real time, 24 hours a day. Member Resources features contract search and sourcing, online contract access/sign-up, contract update information, pricing information at item level detail, and a variety of reports. Plus, suppliers have the opportunity to share your company’s news, education and literature. We feature this content in our GPO Portfolio section of Member Resources.

- **Special Offers and Promotions** — Intalere collaborates with our suppliers to create additional opportunities for savings through the following limited-time promotion offerings:
  - **Intalere TargetBuys** — Exclusive promotions of capital equipment in which the single line item value is greater than $100,000.
  - **Intalere ExclusiveBuys** — Promotions that are exclusive to Intalere members involving products or services that are less than $100,000.
  - **Supplier Promotions** — Limited-time discounts on a variety of products. Discounts are not necessarily exclusive to Intalere members.
Additional Marketing Opportunities (as appropriate)

- Testimonials — Intalere member testimonials about the supplier’s products and services. Testimonials will be available to all sales representatives for use and may be used in printed and/or electronic marketing materials.

- Success Stories — Success stories from Intalere members about the supplier’s products and services. Success stories are shared with members via regular email communications and posted on the Intalere public website.

- Press Releases — Intalere will develop a press release regarding success stories from contracts when they generate significant savings/rebates or members report improved outcomes using the supplier’s products and services.

Checklist

Intalere Deliverables:
- Supplier Resources Website
- Intalere Elevate Conference
- Marketing Collateral
- Supplier Call Guide
- Contract Data Sheet
- Media Announcement
- Intalere News
- Intalere Member Resources Website
- Special Offers and Promotions
- Testimonials
- Success Stories
- Press Releases

Supplier Deliverables:
- Target Members List
- Call Guide
- Marketing Collateral

Learn More
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