

## SHAREDCLARITY'S HIGH-INTEGRITY STRATEGIC SOURCING BENEFITS YOU

SharedClarity helps suppliers streamline operations and enhance contract and supplier performance. We work with our suppliers to deliver the following services with every contract.

### 1. Focused sourcing and contracting categories.

DEVICE CATEGORIES	SPECIFIC DEVICES
General surgery	Shunts, implants and gastric banding systems
Cardiology	Stents, pacemakers and defibrillators
Cardiac surgery	Cardiac perfusion and heart valves
Ophthalmology	Ophthalmology Implants
Orthopedic surgery	Implants and devices for the knees, hips and spine
Radiology	Peripheral vascular and biliary stents
Imaging	Contrast media

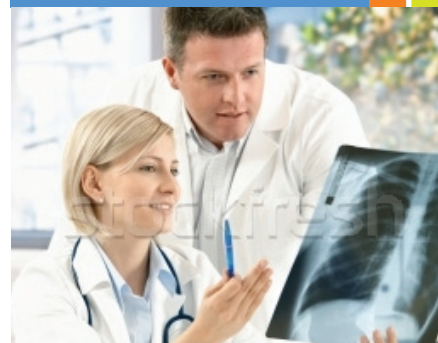
### 2. Identification of proposals offering the overall best value by using a sourcing process that integrates qualitative and financial evaluation factors.

### 3. Guided sourcing strategies using member-driven councils.

- Quality and Ethics Council to address quality and ethical issues tied to evaluation and contracting decisions.
- Strategic Advisory Council to ensure membership alignment on operating plans and current performance.
- Customer Advisory Council to provide feedback on contracting opportunities, pricing models and operational improvement opportunities.

### 4. Public posting of all bid and proposal categories at [www.SharedClarity.net](http://www.SharedClarity.net) so interested suppliers can register to receive a bid or proposal.

BETTER CLINICAL OUTCOMES AND AFFORDABILITY THROUGH INFORMATION



To learn more about becoming a SharedClarity-awarded supplier, please visit [www.SharedClarity.net](http://www.SharedClarity.net) or email [suppliers@SharedClarity.net](mailto:suppliers@SharedClarity.net).

FOCUSED ON OUTCOMES, INTELLIGENCE IN SOURCING

SharedClarity's mission is to enable better clinical outcomes and affordability through information by:

- Focusing on physician preference items that have a significant clinical and financial impact on the patient
- Identifying best-performing devices by developing studies that advance evidence-based decisions by clinicians
- Promoting acceptance of new technology that improves patient care
- Offering best-in-class supplier contracting
- Improving transparency of medical device performance and costs



**PARTNER WITH SHAREDCLARITY TODAY!**

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## SUPPLIERS BENEFIT THROUGH ALIGNMENT WITH SHAREDCLARITY

An agreement with SharedClarity offers suppliers these competitive advantages:

### 1. Involvement in driving better results through a revolutionary, new model

- Suppliers participate in sourcing activities focused on value and total cost of ownership.
- They work with a different type of sourcing collaborative that is focused on effectively addressing changes in health care.

### 2. Increased speed to market

- Suppliers present FDA-approved new technology to the market faster via beta sites, new technology forums and more.
- UnitedHealth Network relationship managers extend your product reach through daily interactions with providers, helping to speed contract and product adoption.
- SharedClarity focuses on high clinical-impact, high-dollar physician preference item (PPI) categories — those products on which hospitals invest a significant amount of resources — rather than use a group purchasing model that sources everything from paper clips to MRI machines.

### 3. Growth in national revenue and expanded market share

- Realize economies of scale with members committing at least 90 percent of their PPI spend to SharedClarity's contracts.
- Access UnitedHealth Network's scale and size — an extensive provider network with 780,000 physicians and other health care professionals, as well as 5,900 hospitals and other care facilities nationwide. SharedClarity's sales team and UnitedHealth Network's relationship managers become an extension of your marketing and sales efforts through their interactions with the network providers.
- Remain agnostic to group purchasing organizations (GPOs). With SharedClarity, you don't pay administrative fees to access our members.
- Collaborate with SharedClarity to define specific sales targets to support your business strategy.

### 4. Reduced supplier overhead and cost structure and improved operational efficiency

- Improve profitability with no administrative fees or fees to participate in SharedClarity member meetings.
- Reduce administrative costs with efficiency of sales and marketing and elimination or reduction of costs associated with local contracting efforts, legal fees, etc.
- Deliver pre-negotiated contracts with simple pricing models that require less time to administer than contract tier structures or complicated pricing models.

## BUILDING NEW RELATIONSHIPS

The emerging health care model has set in motion dramatic changes in how providers' source and use medical products and how payers establish and manage reimbursements to reduce readmissions and improve outcomes.

This focus on clinical outcomes makes it necessary for manufacturers to strengthen their value propositions for improving patient outcomes and total cost of care. In order to make it in this rapidly changing industry, all of us in the health care community need to accept these changes and learn how to adapt.

SharedClarity employs a relationship model that helps suppliers by giving them access to decision-makers and committed volume by addressing the increasing demands of health care organizations who need their products. According to the Deloitte 2013 Survey of U.S. Physicians:

- Six in 10 rank doctors as being the personnel with the greatest influence on medical technology purchasing decisions currently and in the next three to five years.
- Nearly half believe that when operating under a bundled payment structure, the most important evidence needed when purchasing medical technology beyond safety and efficacy is the potential reduction in instances of needed care.
- Seven in ten believe that physician-led, peer review of new medical technologies (covering both efficacy and value) followed by use of evidence-based guidelines (six in 10 physicians) are the leading best practices in the selection and purchase of medical technologies.

In order to address these entrenched viewpoints, medical device suppliers are challenged to change the way they market their products. A 2013 study by Gartner Inc. recommends:

- Aligning your efforts around patient outcomes
- Linking the impact of your products and services to improvements in patient outcomes and the total cost of care
- Supporting improved outcomes with innovative collaborations and integrated solutions that combine supply chain, clinical, reimbursement and patient services

### This is where SharedClarity comes in:

- SharedClarity compiles comparative long-term clinical effectiveness data for the medical devices that perform best in improving patient outcomes, including the physician-preferred high-dollar devices used in general surgery, cardiology and cardiac surgery, ophthalmology, orthopedic surgery, radiology and imaging.
- Health care provider members access this information about the devices, claims history, clinical insight and best performers to make smarter choices.
- Suppliers realize economies of scale with members committing at least 90 percent of their PPI spend to SharedClarity's contracts.
- SharedClarity's sales team and UnitedHealth Network's relationship managers interact with the providers, becoming an extension of suppliers' marketing and sales efforts. In the process, suppliers connect with these decision-makers, helping to foster ongoing relationships that offer the opportunity to gain market share, operational efficiency and product insight.

This innovative collaborative forum fits with today's pay-for-performance health care model. It transforms the way providers source and use medical products. It helps payers establish and manage reimbursement guidelines to reduce readmissions and improve outcomes. And it gives suppliers access to our extensive network of prominent decision-makers.



## CREATING OPPORTUNITY AMID SWEEPING CHANGES

Not since World War II have we experienced such dramatic changes in the health care industry, when government enacted wage and price controls on American employers and laid the foundation for the employer-based system in place today.

Just as prepaid health care in the 1940s seemed radical, so do some of the changes today. Direct-to-consumer advertising for pharmaceuticals and medical devices and the enactment of the Patient Protection and Affordable Care Act are challenging those in the health care industry. While this is creating an atmosphere of trepidation for some, smart organizations embrace the inevitable changes and seek ways to flourish in the new environment — or risk being left behind.

SharedClarity® offers suppliers opportunities that will help them succeed in this new health care model.

SHAREDCLARITY'S BUSINESS MODEL WILL TRANSFORM HOW MEDICAL PRODUCTS ARE EVALUATED, SELECTED AND SOURCED.

