

GPO Contracting Decision Makers

| TARGET:

GPO Contracting
Experts

| MARKET:

US

| METHODOLOGY:

30-Minute Telephone/ Web IDIs
60-Minute Telephone/ Web IDIs

SPECS:

Currently works for one of the following group purchasing organizations

- HealthTrust Purchasing Group (HPG)
- Premier Healthcare Alliance, LP
- Resource Optimization & Innovation, LLC (ROi) Vizient

Currently responsible for contracting of birth tissue or amniotic-based skin substitutes used in diabetic

foot and/or venous leg ulcers

- Example brands are Grafix, Epifix

Can speak to contracting process and effect on product selection

Can provide perspectives on specific skin substitute manufacturers

SAMPLE PROFILES:

- Division Director of COntacting at HealthTrust Purchasing Group
- AVP, HCA Contracting at HealthTrust Purchasing Group
- VP Contracting & Program Services at Vizient, Inc
- COntact Process Coordinator at ROi Resource Optimization & Innovation