

End-User Engagement

Success begins with listening to the end-user.

The Resource Group utilizes end-user led Decision Teams and Affinity Groups to gather the necessary attributes (i.e., specifications) for products or services. This Attribute Model removes personal and brand bias and allows for absolute objectivity in supplier selection, resulting in a portfolio of high quality, lowest priced products and services.

AFFINITY GROUPS

Affinity Groups are in place for high-dollar, high-volume specialty areas and are comprised of physicians nominated by the Participant's sponsoring executive.

DECISION TEAMS

Decision Teams are in place for non-preference categories spanning capital equipment to commodity products and are comprised of clinicians and department leaders.

How does end-user engagement deliver value?

END-USER SATISFACTION: 90% ACCEPTANCE RATE

- End-users accept contracted products as they participated in the contracting process
- End-users can focus on patient care without the unnecessary distraction of vendor sales representatives engaged in direct selling activities

BEST PRICING: 8-18% SAVINGS

- Suppliers trust that end-users will honor commitments made on their behalf
- Reduction in variation delivers higher volumes to the selected suppliers

Attributes for Decision-Making

End-user groups equally weight five areas when making decisions on products and services.

1. END-USER SATISFACTION

Must meet the needs specified by the end-user

2. CLINICAL/SAFETY CONSIDERATIONS

Must meet safety requirements for patients, visitors, and clinicians

3. FINANCIAL OPPORTUNITY

Must provide the best value to the organization

4. PATIENT SATISFACTION

Must meet the needs of the patient with regards to ease of use and comfort

5. MISSION, VISION, AND VALUES

Must align with the organization's Mission, Vision, and Values

"The Resource Group engages physicians at every step in the contracting process, from defining product attributes to negotiations and throughout the implementation process. This approach ensures that contracting strategies are agreed upon by end-users and take into account nuances and unique circumstances present in a complex, national health system."

Dr. Sam Sydney, Orthopedic Physician
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Listen. Innovate. Implement.®