

# Grow your business with the support of the **Alliance GPO**

The Alliance GPO provides companies of all sizes unparalleled support for growing their business in one of the fastest growing segments of the managed care market—provider-sponsored and independent health plans.

## Increase visibility

The Alliance serves more than 4,000 active members from nearly 50 provider-owned and independent health plans. As a GPO participant, you'll receive increased exposure to individuals from all areas of health plan operations in one of the fastest growing segments of the managed care market.

## Increase credibility

Because GPO participants are thoroughly vetted by Alliance leadership and governance committees, Alliance members know they can trust and rely on the companies in the GPO. When Alliance members are looking for a business partner, Alliance leadership and members start with the businesses in the Alliance GPO.

## Increase business efficiency

Gain access to a dedicated marketing channel which includes:

- year-round communications about your business and offerings via email, webinars, newsletters and the Alliance website
- personal outreach and introductions by the Alliance leadership
- focused strategy sessions with Alliance leadership
- insight into your current and prospective clients' needs

## ADMIN FEES

Maximum 3% of revenue generated in new business from Alliance members during the contract term.

## REQUIREMENTS

- Complete profile in the Alliance vendor directory
- Have at least two Alliance members as contracted customers for a minimum of 18 months
- Provide a reference from three health plans, one of which must be an Alliance health plan member
- Have served as programming faculty and/or a sponsor of at least two Alliance events in the last two years
- Complete GPO Participant Application
- Agree to use Alliance standard contract
- Obtain contract and participation approval from the Alliance

## TIMELINE FOR APPROVAL

The GPO proposal review and contract approval process may take a minimum of six months.

## 2017 GPO Participants



# Submit a proposal

To apply for inclusion in the Alliance GPO, please prepare and submit a proposal to Alliance chief business development officer, Jaime González, that includes the following information:

- Company profile including demographics
- Description and pricing of products/services to be offered in GPO contract
- Description of value-added services to be provided (if any)
- Description of projected revenue to be achieved through GPO contract
- List of current clients that are Alliance member plans
- Description of marketing campaign
- Provide a reference from three health plans, one of which must be an Alliance health plan member

## PROPOSAL PROCESS

- Proposal is received and reviewed by Alliance chief business development officer
- Proposal is reviewed by senior leadership team
- Proposal is reviewed by Alliance Programs & Partnerships Committee
- Alliance chief business development officer works with new GPO participant to execute contract/LOA

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## Questions?

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Chief Business Development Officer

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