



POSITIONING AND MESSAGING ARCHITECTURE

VISION STATEMENT

BUILT FOR DIFFERENT.

Now is the time to think different. To be who we are, and what healthcare providers need most. Not another off-the-shelf 'solution.' But a commitment to listen, create and deliver what no other GPO will: An answer as original as each member we serve. Giving our all, one member at a time. Because no other answer will work.

We are Amerinet. Standing together for the needs, the rights, and the vision of every provider, everywhere.

MASTER POSITIONING STATEMENT

WHAT: Amerinet is the ONLY group purchasing organization
HOW: that creates *every* GPO solution *individually*
WHO: for healthcare providers of every size and focus
WHERE: in regions and communities across America
WHY: so providers can better realize their vision for the future
WHEN: in an era when traditional, one-size-fits-all GPOs fail to serve the growing need for a *unique** approach.

**Unique' in two ways: Amerinet's approach to not only individual providers, but also to the concept, role and true value of a GPO in today's changing and challenging healthcare world. No other GPO is in the business of seeing providers as individuals—whether it's a large system or a small community hospital.*

SEGMENTED Master Positioning.

IDN Audiences

Amerinet customizes GPO services for your network, helping you decrease costs and increase revenue.

Large/Mid-sized Provider Audiences

Amerinet works one-on-one to create the best mix of GPO services for your organization, helping you save money, grow revenue—and fund your vision for the future.

Small Provider Audiences

Amerinet personalizes GPO services for your organization, helping you fund your vision for the future.

POSITIONING LINE: WHY SETTLE FOR SOMEONE ELSE'S SOLUTION?

VALUE DRIVERS

WE WORK YOUR WAY:

We don't demand compliance. We deliver the best fit for *you*.

WE DO WHAT WE SAY:

Every promise and claim we make, we back up with action that *you can see*.

WE'RE HERE FOR YOU:

We are more accessible and *personal* than any other GPO out there—from the C-suite to the newest sales rep in the field.

ETHICAL:

We're your neighbor down the street, not the giants doing their own thing.

THE BRIDGE:

We bridge the gap between community hospitals and IDNs.

COMMUNITY DEDICATION:

We're passionate about preserving community healthcare.

BEYOND CONTRACTING:

We do more than deliver the best contract pricing.

PARADIGM SHIFT:

We use strategic sourcing to improve 'traditional' GPO contracting services.

QUALITY ACCOUNTABILITY:

The rise of ACOs makes our focus on data availability and integrity more relevant than ever before.

LARGE SCALE:

We work every day with many of the largest IDNs, all across the country.

RIGHT SIZED:

As a \$7 billion organization, we're large enough to impact pricing, while small enough to think and act 'local.'

TRANSITION STRATEGISTS:

Wherever you are on your own path, wherever you want to go, we'll help you get there.

MASTER PLATFORM

MASTER MESSAGE

THE FUTURE, BUILT FOR YOU.

Healthcare is evolving like never before, and no one can say for sure what's next. But one thing is certain: This is no time for mass-market, pre-packaged, one-size-fits-all "solutions." They may have worked in the past, but the future demands much more from GPOs. **And, it's time to take a stand.**

At Amerinet, we believe the only path that's right for you is the one designed *only* for you. We are here to help you create that path. And then, follow it confidently with the right mix of GPO tools, guidance and ongoing, *individual* support. So you can save as much as you're willing to save. Earn as much as you can earn. And **fund your vision for the future.**

This may be a new idea for some GPOs. But it has always been our way. The more challenging healthcare becomes, the more Amerinet will stand firm for the needs (and rights) of the individual provider.

MASTER INTERNAL MESSAGE

We are at a crossroads in modern healthcare history, as every organization accelerates toward fundamental change—and an unknown future. All of healthcare is moving rapidly toward a radically new model: *the right care, at the right facility, at the right moment in time.*

Our members trust Amerinet. And others know of our reputation as well. Our commitment to community providers is unprecedented. And IDNs know how our ethical behavior compares with the largest GPOs. But, reputation isn't enough. Not anymore. . .

At the same time, we must continue to do what we do best: respect every member relationship—regardless of size. Seek the best solution for each, individual provider. And walk that path with each member, regardless of its size, focus or location.

Some healthcare organizations feel fear with the coming change; others sense opportunity. But they all share a common need: to find the surest path to successfully navigate the future. And that means putting trust, like never before, in their financial decisions.

We aren't always known for our strategic reach, depth and value outside of the individual communities we serve. The time has come to showcase that value nationwide—particularly as IDNs seek out regional expertise to expand their networks, and our Cornerstone model takes hold.

Together, we are all Amerinet. And for us, the true transition in healthcare is *improving quality of life* not only for patients—but also for the providers who serve them.

MASTER TONE

AMERINET IS...

- **Passionate**... about helping members evolve into even more effective organizations in the new world of healthcare.
- **Resourceful**... when creating a member's approach to managing money.

- **Strategic**... in connecting members with the most advantageous cost saving and revenue enhancing opportunities.
- **Flexible**... so the only right answer is the answer right for the member.
- **Responsible**... for living up to our promises and commitments.

- **Committed**... to taking a stand for the needs (and rights) of *individual* providers. Regardless of what our fellow GPOs choose to do, Amerinet will continue to treat each member as a *community of one*. Just as we always have.

MASTER EXTERNAL MESSAGE

3 key strategies* to help you drive down costs and improve revenue—all while increasing quality:

- Better product standardization and contract utilization.** Adoption of EBM-style best practices to improve product selection. Close collaboration with our clinical staff and suppliers to showcase quality, value—and drive acceptance.
- New financial tools beyond contracting.** Energy, IT, quality, data analysis, revenue enhancement, HIT, workforce improvement and more.
- New alliances with other providers.** Sharing volume and best practices to drive down costs while raising revenue. Bridging the gap between IDNs, community hospitals, surgical centers and long term care providers.

*The proof statements that support the Amerinet Master Message.

CUSTOM PLATFORM

INTERNAL AUDIENCE SEGMENTS

EXTERNAL AUDIENCE SEGMENTS

INTERNAL AUDIENCE SEGMENTS		EXTERNAL AUDIENCE SEGMENTS			
SALES	SUPPLIERS	IDN	ACUTE Community	ACUTE Surgical Centers	NON-ACUTE Long Term Care
<ol style="list-style-type: none"> Better Standardization & Utilization: Our strongest, immediate opportunity is not in opening new member relationships alone. But in deepening the ones we already have. That means adding more value up front (standardization) and better strategies and tools for socializing contracts (utilization). Tools Beyond Contracting: We are more than price/item contracts. Even more than strategic sourcing to create better ones. Today's providers have problems for which there is no off-the-shelf solution. The only true solution is the one created uniquely for each provider. We have the resources; we need the commitment. New Alliances: The answer isn't always inside Amerinet. It's reaching out to suppliers, to leverage their resources and expertise. And connecting member-to-member, to create new collaboration—and new possibilities unavailable from one-size-fits-all GPOs. 	<ol style="list-style-type: none"> Better Standardization & Utilization: Together, we can build stronger, compliant strategies for not only bringing providers and solutions together. But ensuring those solutions become the standard. When we combine resources—and create the individual solution each provider needs—the door will open for us both. Leveraged Sales Network: When we see each provider as an individual, we create the approach desired most by all providers. And develop the template that leverages your resources and our membership best. Collaborative Sales & Marketing: Providers need to work more efficiently and effectively. Together, we have the products and services to ensure they do. But, we have to tell the right story first. When we pool our resources to do so, everyone wins. 	<ol style="list-style-type: none"> Better Standardization & Utilization: Beyond traditional price/item contracting, we use our strategic sourcing model and work individually with your staff to ensure you have the right products and services in place to best align with your system's cost/quality approach. Tools Beyond Contracting: Our Performance Solutions can standardize key operations across your entire system or within individual providers, whichever works for you best. Energy, HIT, Data, Quality and more—a completely customized approach. New Alliances: Our Cornerstone model is already forging new and creative partnerships between Amerinet and IDN regional GPOs. Unlike our competitors, we won't walk away after the alliance is built. We'll work with you to integrate the program within each, individual provider in your system. 	<ol style="list-style-type: none"> Better Standardization & Utilization: Through our strategic sourcing model, we'll work one-on-one with you to ensure the right contracts are in place. Then, show clinicians how these products and services are hand-selected to meet their quality demands, while aligning with your hospital's quality/cost strategy. Tools Beyond Contracting: The best solution is the one built exclusively for you. So we'll create the most effective mix of GPO services for targeting your key opportunities to save money and grow revenue. New Alliances: The answer built just for you isn't always within our four corporate walls, or even yours. But with a network of tens of thousands of other providers at your side, the answer is here. That's why we call it Amerinet. Every day, we're forging new alliances to fund the future of healthcare—and your hospital. 	<ol style="list-style-type: none"> Better Standardization & Utilization: Improving financial and operational outcomes starts with creating the right contracts for you. But just as important, we'll work with you to make the most of each one. And maximize the value of our market-leading pricing, distribution system and hands-on assistance. Tools Beyond Contracting: We know you want an end-to-end solution that helps you save money and grow revenue. The best solution is the one built just for you. So we'll personalize the most effective mix of GPO services, targeting your greatest opportunities for enhancing not only the health of your patients, but your surgery center as well. New Alliances: We've personalized 2,000 solutions for 2,000 surgery centers nationwide. The key to riding the inpatient-to-outpatient trend is close communication, collaboration, sharing of best practices—and staying focused on what matters most: <i>your</i> center. 	<ol style="list-style-type: none"> Better Standardization & Utilization: To meet the new and growing challenges of delivering long-term care, you need more than cookie-cutter contracts. We'll personalize each one for your facility to ensure you have ready access to the right products, at the right price. Tools Beyond Contracting: Quality, safety, education and more—for every need that touches the financial and operational health of your facility, we're here. Ready to personalize the solution built exclusively for you. New Alliances: 4,000 long term care facilities know what's right for them. And while every answer is different, the source is the same for them all. Amerinet. How to network in the new world of health.