

Marketing and communicating your Vizient supply agreement

It takes effective collaboration to connect healthcare providers to value through your Vizient contract

Vizient uses a variety of marketing and communication strategies – in familiar Vizient-branded channels – to drive provider awareness for all our contract portfolio offerings. In addition, we encourage suppliers to share information with client healthcare providers about your products and services through your own promotional and sales enablement materials, as well as industry and social media.

To help you position Vizient and our business relationship appropriately in your branded materials, we've created this manual describing our editorial and visual brand requirements. Please share it with your company's content creators and refer to it when developing public- and client-facing communications that highlight the value of your offering.

Click to jump to the following topics:

[Issuing a press release](#)

[Posting on social media](#)

[Developing comarketing collateral](#)

[Vizient editorial guidelines](#)

Issuing a press release

The Use of Names language in your Vizient contract requires you to submit any press release that promotes new or extended agreements for Vizient review *before* it is published or distributed.

To initiate Vizient review of your draft press release, contact your category manager or portfolio executive, who will work with Vizient public relations to review and approve its content.

Refer to the [editorial guidelines](#) in this document for examples of Vizient preferred language

Press releases may only refer to Vizient-contracted products and may only be published on or after the contract's effective date.

Issuing a press release without Vizient's written consent may be considered a violation of your agreement. If Vizient finds such a published press release to contain unapproved language, you may be required to remove the press release from all public platforms and reissue it following Vizient's review and approval.

Your partner for all Vizient marketing and communication activity is your category manager or portfolio executive.

As the Vizient expert on your contract, company and offerings, your category manager or portfolio executive is your liaison for completing comarketing and communications review processes.

Category managers and portfolio executives can share insights with you for maximizing contract success and address your content questions during development.

They conduct the primary review of your draft materials before initiating the brand review process with the marketing or communication team. And they convey feedback and final approval for your materials.

They can have appropriate content added to your contract page in Vizient Catalog.

Posting on social media

We encourage you to promote your newly awarded Vizient contracts through your company's social media channels. Please follow the editorial guidelines in this manual.

Language that Vizient has approved for use in a supplier press release or marketing materials can be reused in social media posts without additional Vizient review.

We encourage you to include #VizientSupplier in your posts, and to tag the appropriate Vizient handle for each channel.

One example of a post announcing a contract launch:

We are excited to share that (Company Name) is now a #VizientSupplier! As the nation's leading healthcare performance improvement company, Vizient is dedicated to helping providers deliver exceptional, cost-effective care. We look forward to advancing this commitment.

Developing comarketing collateral

Suppliers may elect to develop client- and sales-facing materials that promote contract value or support product selection and use. These comarketing documents should be designed **in the supplier's brand** look and feel, and they can include a special Awarded Supplier version of the Vizient logo and relevant wording about Vizient – subject to the following criteria and specifications.

Copy

- Copy should comply with the general editorial guidelines on the following page
- These additional points apply to comarketing materials:
 - Products referenced in the document must be available through the Vizient contract
 - Any content that includes the Vizient name or Awarded Supplier logo must clearly state that the referenced contract are exclusively available to Vizient clients.
 - Include the Vizient contract number if applicable (**not applicable for press releases or social media**)
 - Include the supplier's contact information
 - Optional: Include Vizient contact information (client support or a program team) in addition to the supplier information

Vizient logo

- Comarketing materials should use the Awarded Supplier version of the Vizient logo at the preferred size of 2" wide. The logo is available in multiple graphic formats from the [Supplier Dashboard area of vizientinc.com](#).
- Suppliers may not use the standard Vizient logo (without the words "Awarded Supplier") nor create other iterations of the awarded supplier logo.
- The awarded supplier logo cannot be locked up with the supplier logo
- The logo must be used in one of the provided color iterations
- Comarketing materials created for Vizient client must not include the Provista or CHA logo

If you plan to market contract, product or service information to Vizient providers, your category manager or portfolio executive can provide guidance during content development and must approve the final piece prior to production.

The category manager or portfolio executive can also have copies of appropriate documents added to your contract page in Vizient Catalog. Providers as well as the Vizient client team can access them there.

The Novaplus® Comarketing Guide contains additional brand requirements for Novaplus suppliers. It is available from the [Novaplus page in Supplier Dashboard](#).

Vizient editorial guidelines

The relationship between Vizient and a supplier must be characterized accurately in all external-facing communications. Please ensure all your communications, regardless of medium, adhere to the following guidelines regarding the written or verbal expression of this relationship. **These guidelines apply to press releases, media and social media.**

When introducing Vizient to an unfamiliar audience, always use the approved statement: *As the nation's largest provider-driven healthcare performance improvement company, Vizient provides network-powered insights in the critical areas of clinical, operational and supply chain performance and empowers clients to deliver exceptional, cost-effective care.*

Preferred wording	What to exclude
To describe Vizient	
<p>You may use any of the following statements:</p> <ul style="list-style-type: none"> • Vizient is the nation's largest provider-driven healthcare performance improvement company. • Vizient's diverse client base includes academic medical centers, pediatric facilities, community hospitals, integrated health delivery networks and non-acute healthcare providers. • Vizient's client base represents more than \$156 billion in annual purchasing volume. • Vizient serves more than two-thirds of the nation's acute care providers, including 97% of academic medical centers and more than one-third of the non-acute market. 	<p>Suppliers should not use the Vizient boilerplate found in a Vizient-issued press release. Vizient does not provide boilerplates for supplier press releases. Instead, we provide the approved descriptions noted in this document.</p> <p>Do not use "group purchasing organization" or "GPO" to describe Vizient.</p>
To describe contract benefits	
<p>To promote how the agreement delivers value, you may use language such as, "Vizient provider clients will now have access to increased savings" or "enhanced savings" or "negotiated terms and conditions".</p>	<p>For press releases and social media, do not use terms such as "no bid," "nonbid" and "sole-source" to describe the contract award.</p> <p>Do not refer to anticipated dollar amounts associated with the contract.</p> <p>Do not include the contract number or refer to the length of the contract term.</p>
To describe your relationship to Vizient	
<p>Refer to your Vizient "agreement" or "contract."</p>	<p>Do not use terms such as "partner" or "partnership" that could imply a joint commercial venture.</p>
Additional notes	
	<p>Suppliers may not imply they are speaking on behalf of Vizient in any way.</p> <p>Vizient does not approve the use of quotes attributed to Vizient personnel, whether by name or by role.</p>

As the nation's largest provider-driven healthcare performance improvement company, Vizient provides solutions and services that empower healthcare providers to deliver high-value care by aligning cost, quality and market performance. With analytics, consulting and a robust sourcing portfolio, we help healthcare organizations improve patient outcomes and lower costs