

Supply chain communication opportunities

Vizient® presents a variety of communication materials to increase member awareness and utilization of awarded suppliers’ contracts. As part of the value of your agreement with us, our dedicated marketing staff collaborates with the contract management team to represent your news and offerings within Vizient communications.

In addition to numerous clinical and data resources, the vehicles reviewed below represent specific exposure for your sourcing business with Vizient. They include websites, social and interactive media, documents and reports, and member emails.

All these efforts are supported by continuous communications with our field-based sales and client management team, who can access each item.

If you plan to market contract, product or service information to members in collaboration with Vizient, contact your Vizient portfolio executive during content development. He or she can provide guidance and facilitate marketing engagement. Additional resources are provided in the [Marketing](#) area of the Supplier Dashboard website.

Websites

vizientinc.com

Description	Our company website has public-facing information about all areas of our company as well as members-only content regarding our supply chain business. The latter includes details about strategic programs, clinical contracting resources, data and analytics, and sourcing tools and reports for members available through My Dashboard. Vizientinc.com does not include contract- and product-level data.
Audience	Public, Vizient members
Marketing opportunity	Strategic program participation, clinical contract resources, pharmacy resources

Vizient Catalog

Description	Our contract management website is members’ source for contract-specific data and news. Users can review product coverage and pricing, submit a tier request, initiate spend analytics reporting, read contract news articles and find supplier contact information.
Audience	Members only
Marketing opportunity	News articles, contract briefs, strategic program associations

Newsroom

Description	Presents news from our experts and industry, including Vizient in the news
Audience	Public
Marketing opportunity	Blogs, videos and more

Social and interactive media

YouTube

Description	Video-sharing website and app
Our site ID	Vizient, Inc.
Audience	Public
Frequency	As needed
Marketing opportunity	Events, awards, media relations, success stories, community outreach, human interest, member and supplier recognition

LinkedIn

Description	Professional networking website and app
Our site ID	Vizient, Inc.
Audience	Public
Frequency	Multiple posts per week
Marketing opportunity	Thought leadership, advocacy, community health, industry recognition, media relations, events and awards, talent acquisition

Twitter

Description	Short-form text and image posting website and app
Our site ID	@VizientInc
Audience	Public
Frequency	Multiple posts per day
Marketing opportunity	Internal events, industry news, awards and recognition, community relations

Documents and reports

Contract briefs

Description	Printable summary of basic contract header and value data, including award process, price competitiveness, nonfinancial offerings and implementation guidance
Audience	Members only (login to Vizient Catalog required)
Available from	Vizient Catalog
Frequency	Prepared for each contract at time of launch
Marketing opportunity	Includes price and nonprice value, supplier programs, Vizient program participation

Technology Watch

Description	This digital magazine-style publication offers nonclinical hospital staff insight into new and innovative technologies in the medical device (cardiovascular and orthopedic), diagnostic imaging and pediatric segments
Audience	Public, members
Available from	Vizientinc.com
Frequency	Quarterly
Marketing opportunity	Innovative product pipeline

Member emails

Contract News

Description	Highlights selected contract and Vizient program updates, directs readers to our websites
Audience	Vizient Catalog users; includes members and field/staff (secure website login required for click-through) Subscribers include a broad range of purchasing decision-makers that includes materials management, nursing, surgical services, imaging, respiratory, laboratory, pharmacy, facilities and food service executives as well as others
Frequency	Semimonthly
Promotes content in	Vizient Catalog, vizientinc.com
Marketing opportunity	New contracts, extensions, promotions, price changes, product changes, education offerings, strategic program participation – in addition to a lengthier feature article on a Vizient offering

Pharmacy Hot Info

Description	Pharmacy contract and product updates, events and educational opportunities, Novaplus and plasma program news, Drug Shortage Digest
Audience	Members only; Pharmacy Program participation required for subscription
Frequency	Weekly
Promotes content in	Vizient Catalog, vizientinc.com
Marketing opportunity	New contracts, extensions, promotions, price changes, product changes, education offerings, strategic program participation

Contracting alerts

Description	Topical emails describe Vizient events, strategic programs and solutions, data and analytics offerings
Audience	Varies based on subject
Frequency	As needed
Promotes content in	Vizient Catalog, vizientinc.com
Marketing opportunity	Vizient events, strategic programs and solutions, data and analytics offerings

Newsletters

Supply Chain Management News

Description	News that advances operational efficiency and purchasing performance, helping members deliver effective care
Audience	Supply chain, materials management, pharmacy, chief financial officer
Frequency	Quarterly
Available from	Vizient newsroom
Marketing opportunity	Vizient experts and industry news; does not include contract-specific information

Research and Insights News

Description	News on research and insights that help drive value-based care
Audience	All audiences excluding HR, facilities and food/dietary/nutrition
Frequency	Quarterly
Available from	Email summarizing newsroom content
Marketing opportunity	Vizient experts and industry news; does not include contract-specific information

Clinical and Care Delivery News

Description	News about advisory solutions, research and public policy that leads to effective clinical care and patient safety
Audience	Clinical, performance improvement, collaboratives and education
Frequency	Quarterly
Available from	Email summarizing newsroom content
Marketing opportunity	Vizient experts and industry news; does not include contract-specific information

Supplier resources

Accessible through vizientinc.com, [Supplier Dashboard website](#)