



PROCUREMENT STEPS *for* HEALTH CARE FACILITIES

Step 1

Health care facilities come together as members of a group purchasing organization (GPO) to get competitive pricing.



..... YOU WANT
AS MANY OF THEIR MEMBERS TO
want your product as possible;
not just the GPO.

Step 2

3 WAYS TO GET THE GPO & ITS MEMBERS TO CONSIDER YOUR PRODUCT

1


a) Visit the hospital, long-term care home or GPO, book an appointment and say:

MY PRODUCT IS
AWESOME,
TASTE THIS!

b) Listen to **THEIR** needs.

Ask them what they love and loathe about the products they buy. How could you do it better?

2

Get a Distributor to recommend your product. 

You want to be on their list of preferred vendors. You don't want to end up in the compressed listings that are only visible upon request.

3

Demonstrate your product at a food show.

Meeting you in person makes your product more memorable.



Step 3

Once a product catches a facility's eye, it will go through a member evaluation product trial process. Every member of the GPO who is interested in the product will evaluate the product's:



**PERFORMANCE IN
THEIR COOKING SYSTEM**
(most are using retherm ovens)



**NUTRITIONAL
SPECS**



COST

Step 4

The members tell the GPO what they each want to buy.

The GPOs organize these requests by category (eg: frozen fruit contract, dried goods contract, etc). Each category has its own contract.

Respect their contracts
80%-CONTRACTED PURCHASES

but

Typically, **20%** of what a facility buys is discretionary and is often where produce, like apples, are purchased.

OPPORTUNITY

Step 5

As the contracts come up for renewal, GPOs issue requests for proposals (RFPs).

Look for these RFPs on a variety of message boards, some of which you have to be registered with to access.

MealSource RFPs
www.sjhcs-gpo.com

Check sites like:
BIDINGO, MERX

Step 6

Proposals are evaluated based on criteria such as:

COST

**FOOD
SAFETY**

**AVAILABILITY
OF SUPPLY**

**OTHER CRITERIA
(E.G. LOCAL)**

Step 7

GPOs award suppliers and distributors with 2-3 year contracts.

Step 8

Food is distributed by a distributor directly to the facilities.



Research conducted in 2013 by:
My Sustainable Canada



Possibility grows here.

For more information, check out:

www.onapples.com/finding-new-markets