

Private Eyes Inc. – Woman-owned business uncovers opportunity

Success stories in business usually start with relationship building and Private Eyes Inc.'s approach to winning business with Premier members is founded on this formula. When Private Eyes was awarded its first background check services contract with Premier Inc. in 2006, the company immediately began forging relationships with key people at Premier's annual membership conference and other venues. Now, three years later, it has been awarded an exclusive contract with multimillion-dollar potential through Premier's ASCEND (Accelerated Supply Chain Endeavor) program, which is designed to help healthcare providers achieve and sustain rapid improvements in supply chain performance.

Private Eyes Inc. arrived at this point by doing its homework. First, the company educated itself on what exactly a group purchasing organization (GPO) is and began developing a strategy for helping GPO members leverage their collective buying power for contracting for pre-employment screening, background investigation and employment security solutions. Private Eyes President Sandra James realized that in order to maximize her affiliation with Premier to its full potential, she needed to figure out where to seek counsel and engage resources within the largest GPO in the country. Looking back, James reflects, "Premier has provided outstanding opportunities for us. The team of region directors that we work with helped us navigate through the complexities. Now, as we on-board 90 ASCEND members, they continue to act as liaisons between the hospitals and Private Eyes."

Private Eyes also drew upon Premier's marketing opportunities to present its offerings and differentiate itself from competitors. James used Premier's weekly newsletters, as well as the Supplier Diversity Program's Web site to help facilitate communication with Premier's members and its field force. She reached out to a contact at Premier who coached her on effective ways to market through Premier's marketing channels. Private Eyes took advantage of Premier's avenues for sharing success stories and training opportunities, which helped illustrate its breadth of services. James continues to attend conferences and meetings in order to nurture relationships with her current Premier contacts and develop new ones. Finally, the Private Eyes business development team consistently introduces its solutions to new Premier member hospitals using the member roster list available to all contracted suppliers. James is grateful for the opportunity to work with such a large GPO. "Our relationship with Premier has opened doors for us in the healthcare industry. We now have access to other hospital systems because of the cost savings and value that we have brought to Premier."