

## SUCCESS STORY



### Summa Health System

*“It’s not so much what Summa buys from diverse suppliers, although that’s important, as what Summa can do for diverse suppliers in terms of helping them sell their products to larger vendors and suppliers.”*

### Summa Health System, Premier team up to arrange model Supplier Diversity Fair

Summa Health System and Premier presented a first-of-its-kind regional supplier diversity fair in Akron, Ohio, in the spring, and it could become a model for similar events in other regions of the country. The May 4th Supplier Diversity Fair was co-sponsored by Summa, Premier, and the Northern Ohio Minority Business Council (NOMBC).

The idea for the fair evolved out of a request to Summa’s Premier field force contact for help in developing a supplier diversity policy. The collaboration that ensued resulted in Premier’s working

with an owner to co-sponsor a supplier diversity fair for the first time.

Premier Senior Region Director Paul Martucci and National Director of Supplier Diversity Initiatives Gleatha Glispie worked with Summa for more than six months, helping navigate efforts to strengthen existing supplier diversity efforts.

Those efforts included presentations by Glispie to both Summa executives and its Board of Directors’ Diversity Advisory Committee. “As a result, Summa wanted

**“I wanted to promote local, minority-owned businesses to as many of them as possible in hopes that they might develop partnerships with local minority-owned businesses.”**

to expand its efforts in this arena,” Glispie said. “Summa had hosted a community health fair for several years with great results. We suggested they host a supplier diversity fair, and that Premier and NOMBC be asked to co-host.”

Summa’s CEO Tom Strauss, a member of Premier’s board of directors and a strong supporter of diversity efforts, was “totally supportive,” said Scott McCulloch, Summa director of purchasing. “All he asked from us was that we set measurable goals and objectives of the fair.”

That they did: Summa’s goal is to increase current annual spend with diverse suppliers by 20 percent. But the fair was not just about how much Summa purchases from diverse suppliers. Summa is part of Partners First, a mentoring program for diversity suppliers sponsored by NOMBC.

“As a large health care organization, Summa deals with many large vendors and suppliers.” McCulloch said. “I wanted to promote local, minority-

owned businesses to as many of them as possible in hopes that they might develop partnerships with local minority-owned businesses.”

He continued, “It’s not so much what Summa buys from diverse suppliers, although that’s important, as what Summa can do for diverse suppliers in terms of helping them sell their products to larger vendors and suppliers.”

The day-long fair began in the morning with a welcome by Summa CEO Strauss. There were presentations by representatives from Premier, NOMBC, Alpha Graphics, and FirstEnergy Corp., the large diversified energy company headquartered in Akron.

Premier’s Glispie focused her presentation on educating suppliers and Summa hospital department heads about the importance of supplier diversity. She described how Premier can help diverse suppliers gain access to Premier member hospitals through its Web-based product portal.

The day included lunch and booths by local, regional and national diverse

suppliers. Among the Premier diverse suppliers attending were Spectrum Surgical Instruments Corp. (SBE), surgical instrument service; Total Pack Management LLC (MBE), custom procedure trays/packs; Coffee Tea & Me (MBE), vegetarian foods; and Lanier distributor Northcoast Business Systems, Inc. of Cleveland (SBE).

“It was a complete success,” McCulloch said. “Attendance was outstanding (200 plus) and a number of partnerships were initiated. I know of a local body shop that was introduced to a major local ambulance service, for body repair and service. It’s a big contract for the body shop. That’s definitely a success.” Summa also is now contracting with Coffee Tea & Me for vegetarian desserts.

Summa’s support of the fair reflects the organization’s commitment to diversity. In 1994, Summa formed its Diversity Advisory Council. This group meets regularly and is devoted to creating initiatives like the Supplier Diversity Fair that support and celebrate diversity within the organization and the community at large. [Summa

Radiology Manager Cheryl Richardson presented about workplace diversity at Premier's annual Breakthroughs Conference in 2006.]

"Embracing diversity is an important part of the culture here at Summa," said CEO Strauss. "We respect and value every individual in our organization and appreciate the talents and skills they possess."

McCulloch said he "would certainly recommend that other Premier members host similar fairs. We've already scheduled our second for next year. Our employees got a lot out of it. Many were not familiar with supplier diversity and what it is. It's important to have these events. It's something we need to keep doing, to keep pushing." Already, he said,

similar fairs have been held in Cleveland and Columbus.

And the purchasing director added, "to seriously consider efforts to engage diverse suppliers in our local communities just may be the right and best thing to do for our organizations. Big vendors don't always offer the best deals. Often small, local vendors have better service and support."

**"Embracing diversity is an important part of the culture here at Summa. We respect and value every individual in our organization and appreciate the talents and skills they possess."**



• 12225 El Camino Real  
San Diego, CA 92130

• T 858 481 2727  
F 858 481 8919

• 2320 Cascade Pointe Blvd (28208)  
P.O. Box 668800  
Charlotte, NC 28266-8800

• T 704 357 0022  
F 704 357 6611

• 444 N Capitol Street NW  
Suite 625  
Washington, DC 20001-1511

• T 202 393 0860  
F 202 393 6499

[www.premierinc.com](http://www.premierinc.com)

## SUPPLIER DIVERSITY AT PREMIER

Premier's supplier diversity initiative integrates inclusive diversity practices into our group purchasing contracting processes. This allows Premier members to support minority, woman, veteran, and small business suppliers through Premier agreements. Premier also provides members the tools and resources required to implement supplier diversity initiatives in their own institutions. The overall goal of Premier's supplier diversity initiative is to increase a supplier diversity portfolio for members to use in their own diversity initiatives and provide the necessary tools for implementation.

For more information, contact Gleatha W. Glispie, director of Supplier Diversity, at 630.891.4134 or [Gleatha\\_Glispie@Premierinc.com](mailto:Gleatha_Glispie@Premierinc.com) or the Premier Solution Center at 877.777.1552 or [solutioncenter@premierinc.com](mailto:solutioncenter@premierinc.com). You can also go to [www.premierinc.com](http://www.premierinc.com) on the Web.

## ABOUT PREMIER, INC.

A healthcare alliance entirely owned by more than 200 of the nation's leading not-for-profit hospitals and healthcare systems, Premier Inc. helps hospitals accelerate both clinical and financial performance. Premier's shareholders operate or are affiliated with more than 1,500 hospitals and more than 42,000 other healthcare sites. Premier's members and clients benefit from group purchasing and supply chain services, clinical and operational performance measurement, benchmarking and insurance programs. Headquartered in San Diego, CA, Premier has offices in Charlotte, NC, and Washington, DC. For more information, visit [www.premierinc.com](http://www.premierinc.com).