

# POSITION STATEMENT: BECOMING A STRATEGIC INDUSTRY PARTNER

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# POSITION STATEMENT: Becoming a Strategic Industry Partner

In the ever-evolving landscape of healthcare, the roles and contributions of stakeholders significantly shape the quality of care, innovative advancements, and the overall patient experience. Two vital entities in this arena are medical vendors and strategic industry partners. Although they both engage with healthcare institutions, their roles, relationships, and impact differ substantially. This statement seeks to elucidate these differences and the unique benefits each brings to the table. As the complexity of healthcare continues to expand, the need for strategic and ethical partnerships between industry partners and healthcare organizations is of increasing importance. The purpose of this position statement is to define the necessary parameters by which these meaningful partnerships can be created in a compliant manner that assist driving the continuity of care delivery across the overall continuum.

## 1. DEFINITION AND CORE PURPOSE:

- Medical Vendor:
  - Definition: Companies or individuals that supply healthcare institutions with medical products, equipment, or services.
  - Core Purpose: To provide specific products or services that meet the immediate and tangible needs of healthcare institutions.
- Strategic Industry Partner:
  - Definition: Entities that engage in a broader, collaborative relationship with healthcare institutions, often encompassing research, training, technology integration, and patient care.
  - Core Purpose: To align closely with healthcare institutions, driving mutual growth, innovation, and long-term advancements in healthcare.

## 2. NATURE OF RELATIONSHIP:

- Medical Vendor:
  - Transactional engagements based on product or service provision.
  - Often shorter-term, with relationships built around purchase cycles.
- Strategic Industry Partner:
  - Establishes deep-rooted, symbiotic relationships centered on shared objectives.
  - Long-term engagements focusing on collaborative growth and shared success.

### 3. **SCOPE AND IMPACT ON INNOVATION:**

- Medical Vendor:
  - Primarily concerned with the quality, reliability, and competitiveness of their products or services.
  - Innovation is typically isolated, focusing on improving existing offerings.
- Strategic Industry Partner:
  - Collaborates on wide-ranging projects, from research and development to technological integrations.
  - Joint innovation initiatives often lead to breakthrough solutions tailored to nuanced healthcare needs.

### 4. **FINANCIAL AND BUSINESS IMPLICATIONS:**

- Medical Vendor:
  - Revenue streams are usually linear, based on product sales or service fees.
  - Facing constant competitive pressure, demanding continuous differentiation.
- Strategic Industry Partner:
  - Potential for diverse revenue streams, including joint ventures, shared intellectual property, and co-developed solutions.
  - Stability in business relationships reduces the volatility of financial engagements.

### 5. **CONTRIBUTION TO HEALTHCARE ECOSYSTEM:**

- Medical Vendor:
  - Essential for the day-to-day operations of healthcare institutions, ensuring they have the tools and supplies needed.
  - Immediate impact, primarily on the operational efficiency of healthcare providers.
- Strategic Industry Partner:
  - Plays a transformative role, influencing policies, practices, and future directions of healthcare institutions.
  - Long-term impact, shaping the evolution of healthcare practices and patient outcomes.

### 6. **TRAINING AND CAPACITY BUILDING:**

- Medical Vendor:
  - Provides training specific to their product or service, ensuring optimal usage.
- Strategic Industry Partner:
  - Engages in comprehensive capacity-building initiatives, enhancing overall healthcare delivery.
  - Offers broader training programs, often encompassing new methodologies, technologies, and best practices.

Industry Partners should belong to the Association of Healthcare Value Analysis Professionals (AHVAP) and seek board certification as a Certified Value Analysis Healthcare Professional (CVAHP) if they meet all exam eligibility requirements. Industry Partners are also encouraged to seek additional continuing education opportunities that are available through both AHVAP and the AHVAP Certification Center such as the accredited micro-credential programs.

The Value Analysis Process consists of five core steps. These steps include:

1. Identify/Validate Need
2. Gathering Data
3. Analysis and Approval
4. Implementation
5. Monitoring & Sustaining the Initiative

These steps serve as a blueprint not only for Healthcare Value Analysis Leaders but also for Industry Partners to present their products in a manner that exemplifies clinical standardization and standard of care, value, and improvements in overall care quality and delivery. Supporting documentation and evidence should come from preferably peer-reviewed sources that are independently validated and vetted to avoid undue conflicts of interest. All clinical studies should be carefully reviewed in their entirety and critically appraised to determine the quality and objectiveness of the study. A standardized appraisal system such as the John Hopkins Evidence-Based Practice model or AORN Evidence-Based Review model should be utilized to evaluate all clinical literature in an objective manner.

Industry Partners must fully recognize and comply with each healthcare facility's internal process prior to initiating a partnership or engagement. Healthcare Value Analysis Leaders and Professionals must also educate Industry Partners on institutional policies and procedures regarding the value analysis process and ensure that the process is handled as efficiently and expeditiously as possible. Healthcare Value Analysis Leaders should utilize Executive Champions when necessary to address internal obstacles to progress to ensure overall efficiencies of the process are achieved. Industry Partners, serve a vital function in the delivery of healthcare and should engage with Healthcare Value Analysis Leaders and Professionals on a regular cadence and invest in mutually beneficial objectives and initiatives that benefit patients, communities, and save lives.

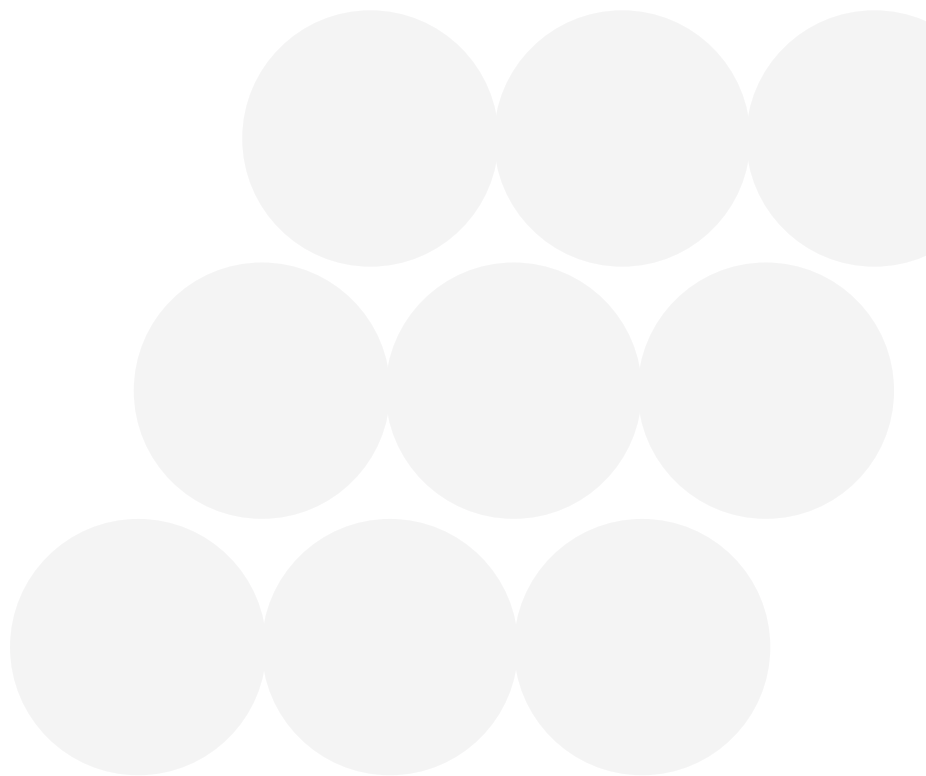
Industry Partners should also be intimately familiar with the AHVAP Position Statements, Position Statement: Defining Healthcare Value Analysis as a Specialty and Position Statement: Competencies and Ideal

Qualifications of a Healthcare Value Analysis Professional, as they serve as invaluable resources in building sustainable and formidable partners between industry and healthcare provider organizations.

Both medical vendors and strategic industry partners are cornerstones of the modern healthcare landscape. However, while medical vendors play a crucial role in maintaining the operational pulse of healthcare institutions, strategic industry partners shape and influence their direction, growth, and innovation. AHVAP also recognizes that not all medical vendors have either the capability or the desire to transition to a strategic Industry Partner. As a professional association, we recognize that there will be a need for both types of entities within the healthcare supply chain, it is our expectation and mission as a specialty, that more and more medical vendors make this transition and fully integrate with healthcare provider organizations as deeply invested Industry Partners that are committed to serving a shared purpose of reducing preventable costs, improving the quality of care delivery, improving the patient's experience with care, and improving the experience of care for our healthcare providers and teams. Recognizing and harnessing the unique strengths of each stakeholder in the process will be a pivotal and courageous paradigm shift in propelling the healthcare sector into its next phase of excellence.

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