



# SOLVENT NETWORKS

A Division of SCHA

# DUE DILIGENCE PROCESS

As a division of SCHA, we understand the challenges facing hospital and health systems today. Our job is to be the number-one resource for business-oriented solutions. We do the searching, vetting and negotiating that hospital leaders don't have time to do, so that they can focus on the more importance business of patient care.

STEP

1

## IDENTIFY NEED

- An SCHA market intelligence system called "Know More" gathers, analyzes and shares information and insights through:
  - Regional leadership meetings, personal membership groups and annual meetings or events
  - Analysis of online conversations in social and traditional news media
  - Surveys and real-time polling
  - On-site listening meetings with hospital leaders
  - Participation in regional common market and national industry meetings

STEP

2

## IDENTIFY COMPANIES THAT HAVE READY-TO-DEPLOY SOLUTIONS

- Screen initial calls and referrals to determine if sponsorship or endorsed partnership is appropriate.
- For sponsors:
  - Send sponsorship brochure and applications
  - Help determine the appropriate funding level
  - If accepted, develop game-plan for participating with SCHA.
- For endorsed partnerships:
  - Send link to the comprehensive application on website to define product or service, price strategy, market readiness and marketing strategies.
  - If application is accepted, within two weeks schedule a follow-up call to discuss the step-by-step process and expectations.

STEP

3

## VETTING AND NEGOTIATIONS

- Potential partners are presented to the operations advisory committee composed of subject-matter experts.
- If accepted, develop contract to include financial agreement and marketing plan
  - Revenue stream should be projected to generate at least \$25,000 annually.
- Notify Solvent Networks board of endorsement.
- Update website, send invoice and launch marketing plan.

STEP

4

## ONGOING EVALUATION & ASSISTANCE

- Monthly sales calls
- Quarterly sales and revenue review
- Annual evaluation
- Continuous monitoring of satisfaction and feedback from member hospitals