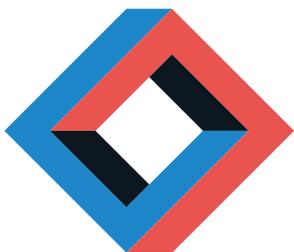


Partner Participation Opportunities



SOLVENT
NETWORKS

For the health of your business.

Managing a hospital or health system has never been more challenging. Delivering high-quality care comes alongside a host of management pain points, such as staff turnover, regulatory compliance and cost containment.

Solvent Networks was created by the South Carolina Hospital Association to help member hospitals solve pain points by building a network of industry-leading companies with ready-to-deploy business solutions. We're proud that you're part of our network.

Our job is to connect you with hospital decision-makers, and we invite you to be an active participant. Here are some of the ways we can collaborate to increase your name-recognition, and build your business. All content submitted is subject to approval by Solvent Networks.



WEBSITE

- Help build your partners page with additional talking points, blogs, info-graphics or white papers, which we may also include in our direct-marketing materials.
- Provide a video no longer than 2-minutes for our YouTube channel and partner page explaining who you are and what you do. If possible, include a testimonial from a hospital leader.
- We can share your news releases, blogs or white papers in the "partner news" section of our online newsroom, LinkedIn page and Partner Highlights and Happenings e-newsletters, which are distributed directly to hospital leaders.



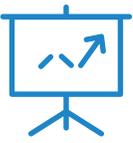
TALKING POINTS

- When contacting hospitals in SC, make sure to use the approved language in your opening and ongoing conversations with hospitals.
- [Company Name] is a Solvent Networks endorsed partner. Solvent Networks is a division of SCHA that connects member hospitals needing business solutions with companies that can provide them.
- You can be assured that our company and our services have been appropriately vetted by Solvent Networks and that we bring the highest standards for quality, customer service, and value.



LOGOS & USAGE

- Solvent Networks Seal of Approval – available exclusively to endorsed partners. We request that you display this on your website and encourage you to utilize in other marketing materials. It is not necessary to use the logo exclusively within South Carolina as we have a regional geographic market.
- Solvent Networks Logo – available for co-branding, according to brand guidelines available on solventnetworks.com under "brand toolkit."
- Social Media Graphic for sharing Solvent Network news with your social media followers.



WEBINARS & PRESENTATIONS

- The ongoing “Thought Partner Webinar Series” offers endorsed partners and SCHA sponsors an opportunity to present an educational, hour-long program delivered directly to hospital leaders at their desktops. Solvent Networks will issue periodic calls for proposals. In the meantime, contact us for details or to submit an educational topic.
- Many SCHA events, personal membership group meetings and conferences can be appropriate venues for educational presentations on timely topics geared toward specific audiences. SCHA has final approval for event programming. Contact us for details or to submit an educational topic.



DIGITAL & PRINT PUBLICATIONS

- SN Case Studies take a more in-depth look at how endorsed partners have helped hospitals, preferably located in South Carolina. Case studies may be written by our staff or yours but must include perspectives from both hospital and company representatives. Case studies are distributed directly to hospital leaders by email, featured in our partner directory and archived on our website.
- Pain Points is a brief e-newsletter identifying one problem and one solution, distributed by email and archived on our website. Pain Points is written by our staff, but we welcome topic ideas about pain points your company can solve.

TIMELINE FOR PARTNER MARKET DEVELOPMENT

Our goal is to help ensure your success in the SC market. That means a well-coordinated marketing and business development plan should accompany the launch of a new partner. Below is a sample timeline for what we suggest as best practices for introducing a new partner to the SC market.

MONTHS 1 – 3

- Finalize contractual agreement
- Update website with initial partner materials
- Announce new partnership to Solvent Networks board of directors and SCHA membership
- Attend appropriate in-person events or meetings to begin meeting hospital representatives
- Host initial educational webinar
- Identify key groups, task forces, or committees to target
- Participate in monthly planning calls

MONTHS 4 – 6

- Begin interacting with identified target groups, task forces, or committees
- Begin identifying and contacting target hospitals, using the Solvent Networks talking points
- Identify potential pilot project opportunities
- Begin identifying topics for Pain Points
- Continue to attend appropriate in person events or meetings
- Participate in monthly planning calls

MONTHS 7 – 9

- Host educational webinar
- Begin identifying opportunities for case studies or testimonials
- Continue contacting target hospitals
- Continue interacting with identified target groups, task forces, or committees
- Continue to attend appropriate in person events or meetings
- Participate in monthly planning calls

MONTHS 10 – 12

- Participate in annual business review
- Continue contacting target hospitals
- Continue to attend appropriate in person events or meetings
- Participate in monthly planning calls

ACCESS YOUR NETWORKS TODAY

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