

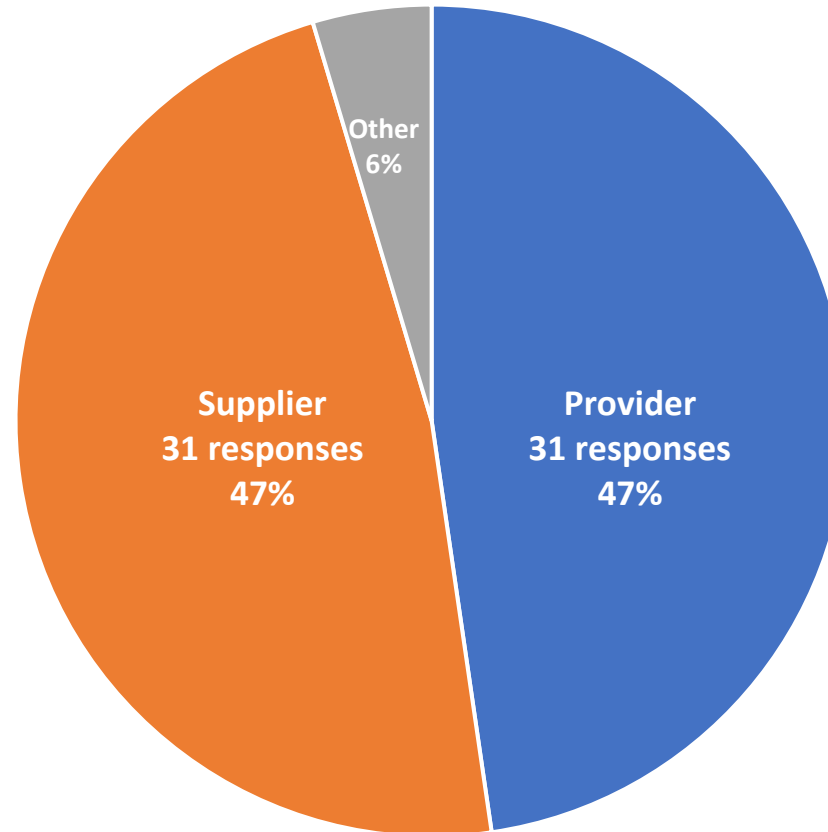


Strategic Marketplace Initiative

July 27, 2020 Quick Quiz Results

Total Respondents = 65

Are you a...



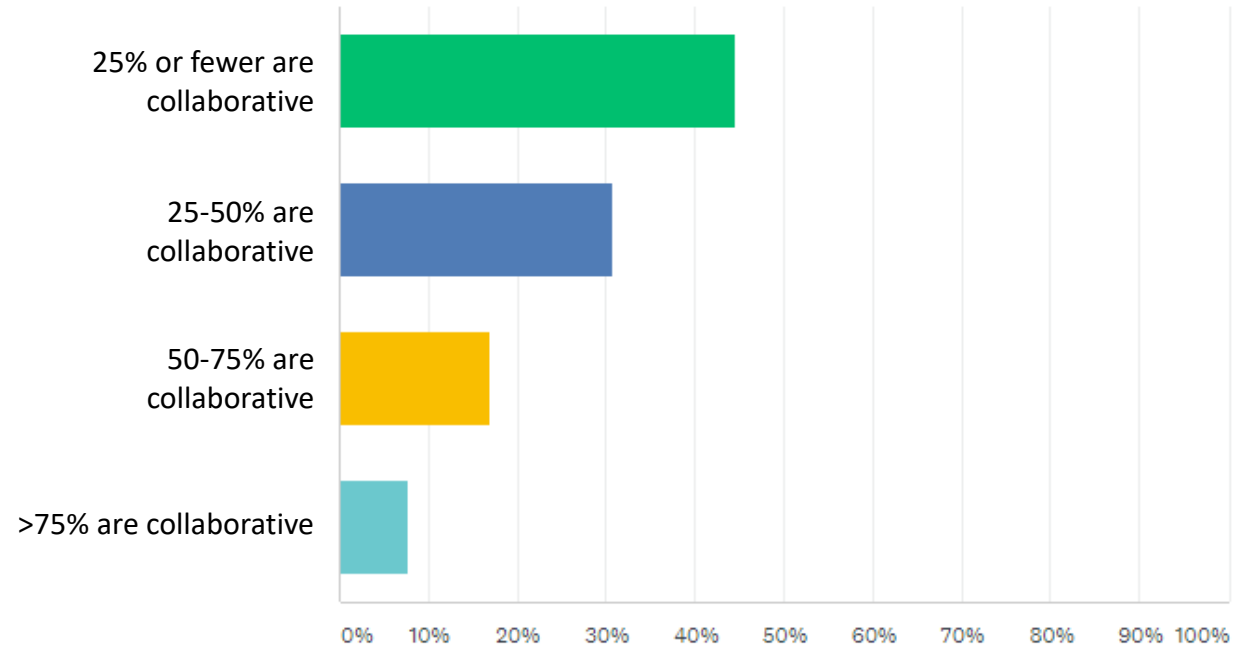
■ Healthcare Provider ■ Healthcare Supplier ■ Other



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July 27, 2020 Quick Quiz Results

What is the current ratio of collaborative to transactional relationships that you have with your trading partners?

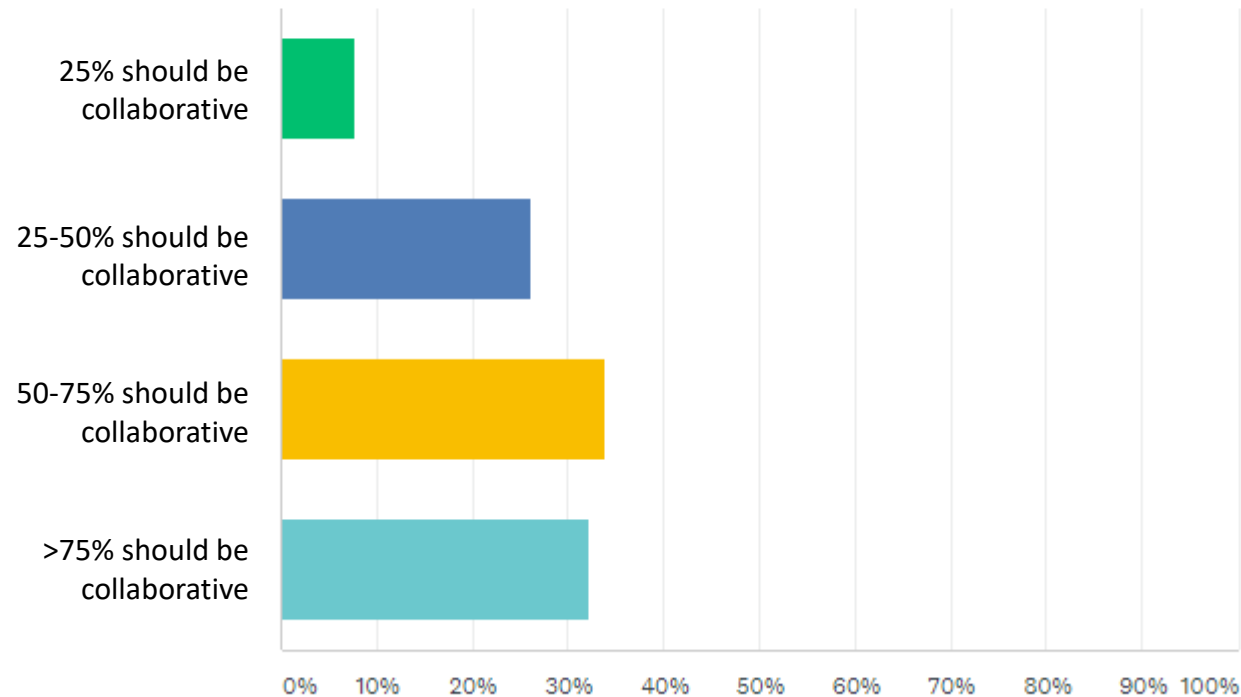




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July 27, 2020 Quick Quiz Results

What do you believe is the optimal ratio of collaborative to transactional relationships to have with your trading partners?





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What one word would you use to describe the benefit of collaborative trading partner relationships?

The most common responses:

- Trust
- Value
- Transparency
- Win-win
- Outcomes
- Strategic
- Symbiotic

Members also said...

- | | | |
|---------------|---------------|--|
| • Alignment | • Coordinated | • Meaningful |
| • Efficient | • Effective | • Productive |
| • Engaged | • Exciting | • Reciprocal |
| • Alliance | • Expedient | • Solutions |
| • Beneficial | • Flexibility | • Total Cost |
| • Confidence | • Future | • Focused on Customer Needs |
| • Consistency | • Insights | • Tremendous value when the going gets tough |



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And the Favorite Cocktails of SMI members during this crisis...

