



## PROGRAM PARTICIPATION CRITERIA

Although the OPPORTUNITY program offers many advantages over traditional purchasing, it's not for everyone. The program requires a high level of commitment from participating organizations, including:

- • obtaining chief executive officer support
- • declaring VHA as their alliance of choice
- • securing a three-year commitment period
- • maximizing all available pricing terms and tiers on contract purchases from selected business partners
- • assigning an OPPORTUNITY program champion within the organization to evaluate and approve OPPORTUNITY numbers, develop an internal implementation plan, handle conversion, coordinate business partner assistance, and arrange and conduct meetings
- • sharing purchase history and competitive data
- • supporting VHA distribution networks and VHA PLUS®
- • agreeing not to cause OPPORTUNITY business partners to incur defensive selling costs during the term of the agreement (such as can be caused by entertaining proposals from other vendors or conducting product evaluations)
- complying fully with all terms of participation within six months
- maintaining commitment without interruption for two consecutive quarters

## FOR MORE INFORMATION

For more information about the OPPORTUNITY program, call your VHA account executive, VHA account manager or Regional Health Care System.

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VHA is a performance improvement company serving 1,200 selected health care organizations, including 20 percent of the nation's community hospitals. VHA provides information, products and services to help these organizations improve community health, clinical effectiveness and operational efficiency.