Connecting Vendors to Healthcare Organizations making purchasing decisions.

A “HOW-TO” TUTORIAL FOR LUCRO USERS AT HEALTHCARE VENDORS

Executive Summary

PROBLEM
The purchasing process in healthcare is broken. Lack of visibility into available solutions and internal product awareness results in unacceptable delays and increased costs. Often purchasing decisions are managed through spreadsheets, emails, and meetings, burdening teams with administrative work and wasted time.

SOLUTION
Lucro is a digital platform that helps healthcare organizations save time when evaluating, comparing, and choosing technologies and purchased services.

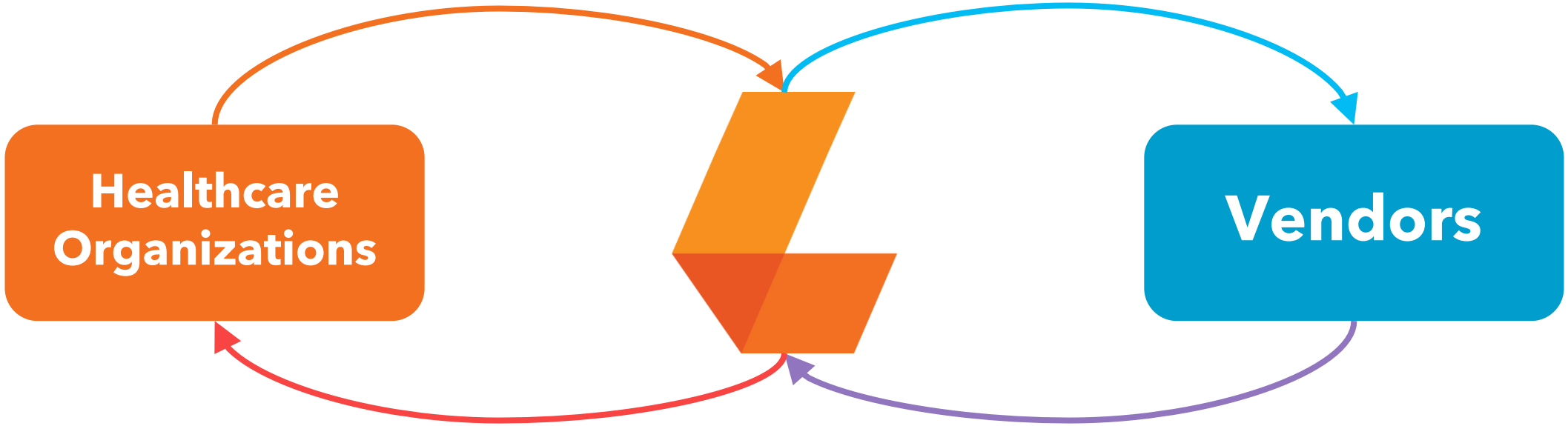
NETWORK
Currently aligned with healthcare organizations that collectively operate over 20% of all the hospitals in the U.S.

COMPANY
Based in Nashville, founded by longtime healthcare executives in August 2015, launched general availability in February 2017.

How Lucro Works

1 Healthcare Organizations create projects for which they seek solutions *(digital alternative to legacy RFP process)*

2 Vendors review active projects *(more targeted alternative to traditional marketing)*



4 HCOs review submissions to their projects and decide on a solution *(future: approval and purchase)*

3 Vendors submit their solutions to relevant projects *(minimizes sales costs)*

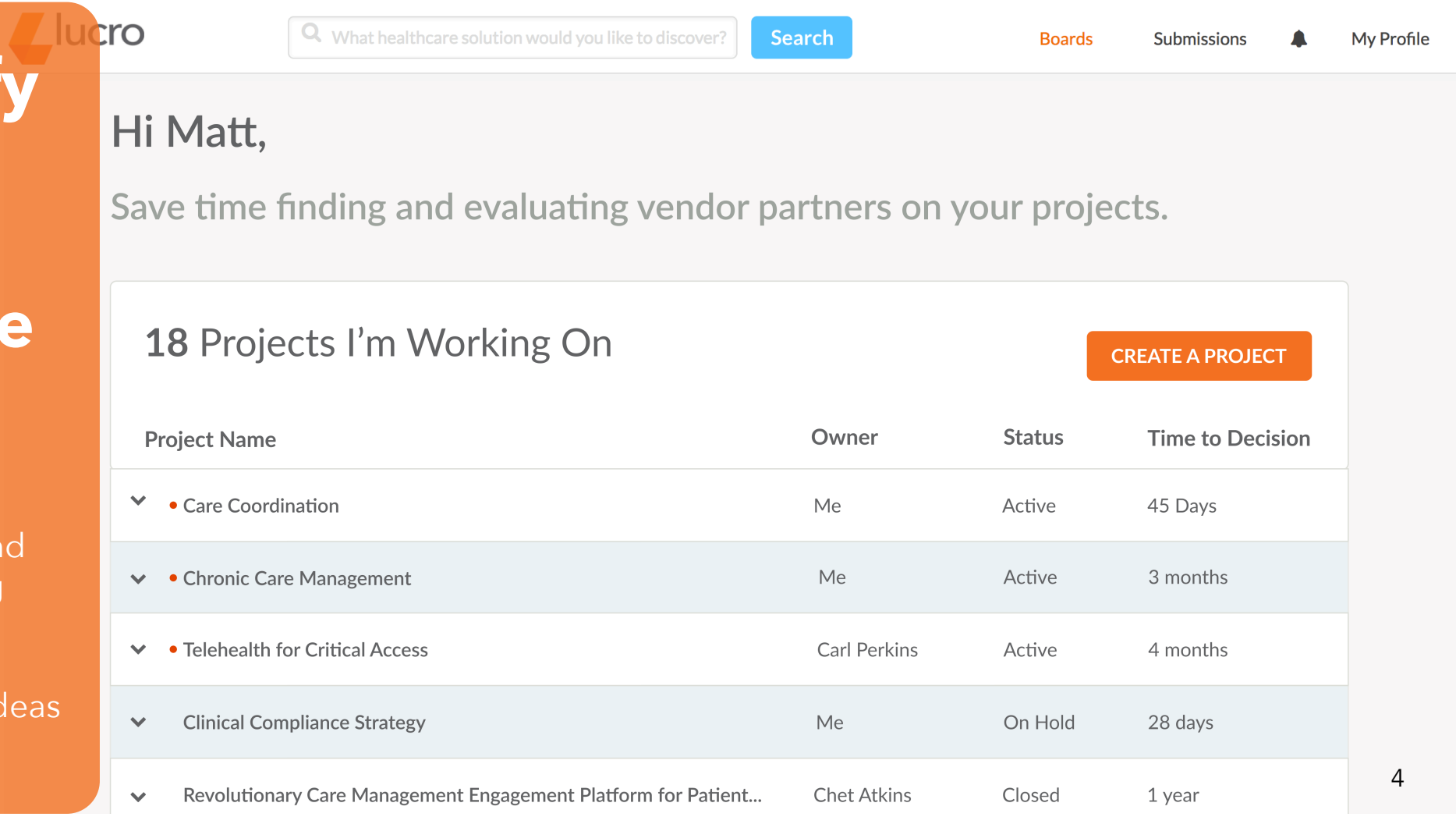
1

Healthcare Organizations (HCOs) Create Projects

Projects identify challenges or opportunities prioritized to be addressed.

HCOs use Lucro as an internal collaboration tool to organize and accelerate their decision-making process.

Projects can range from broad ideas to specific immediate needs.



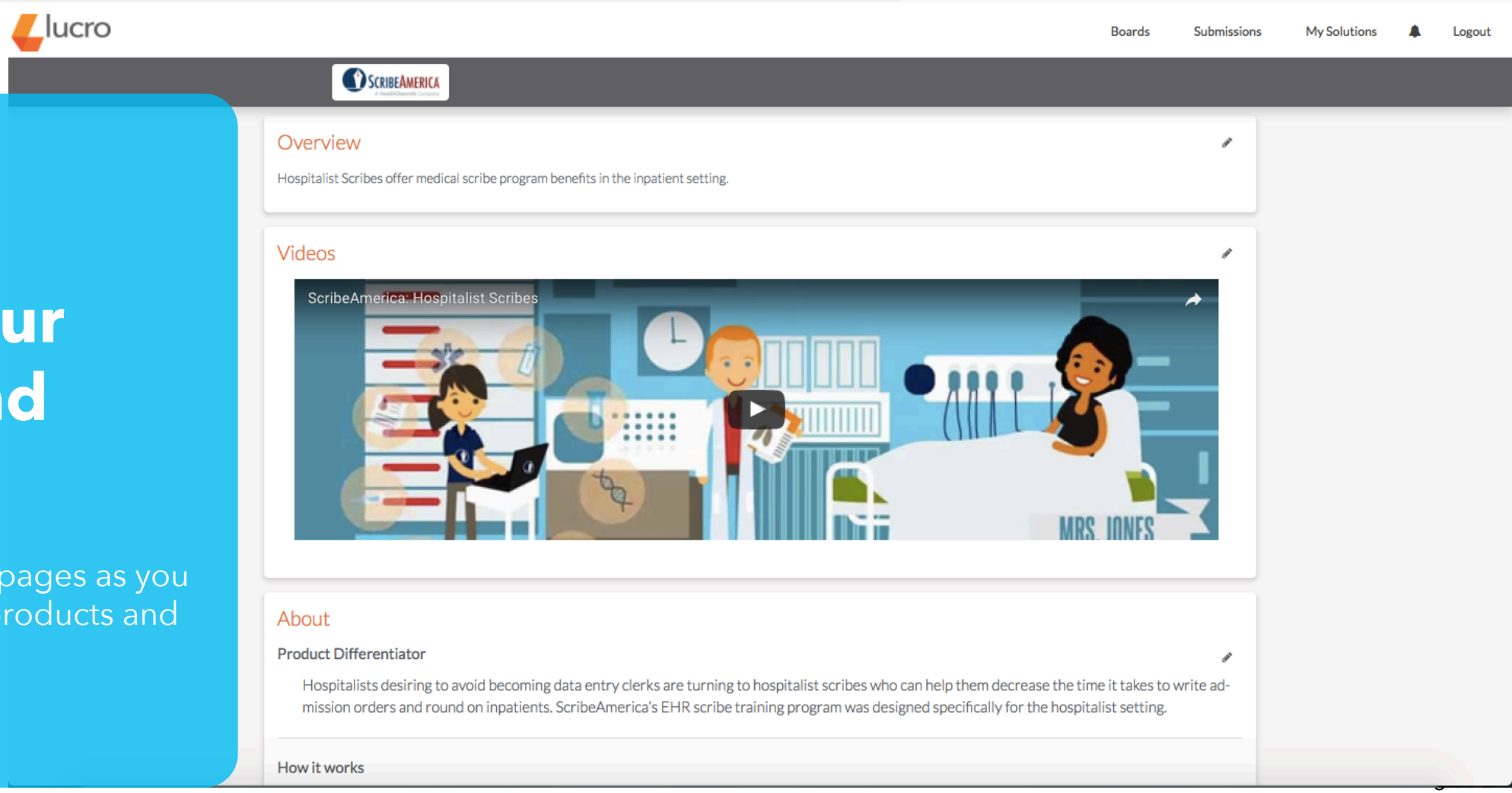
2

Create Your Solutions

lucro

Concisely describe your products and services.

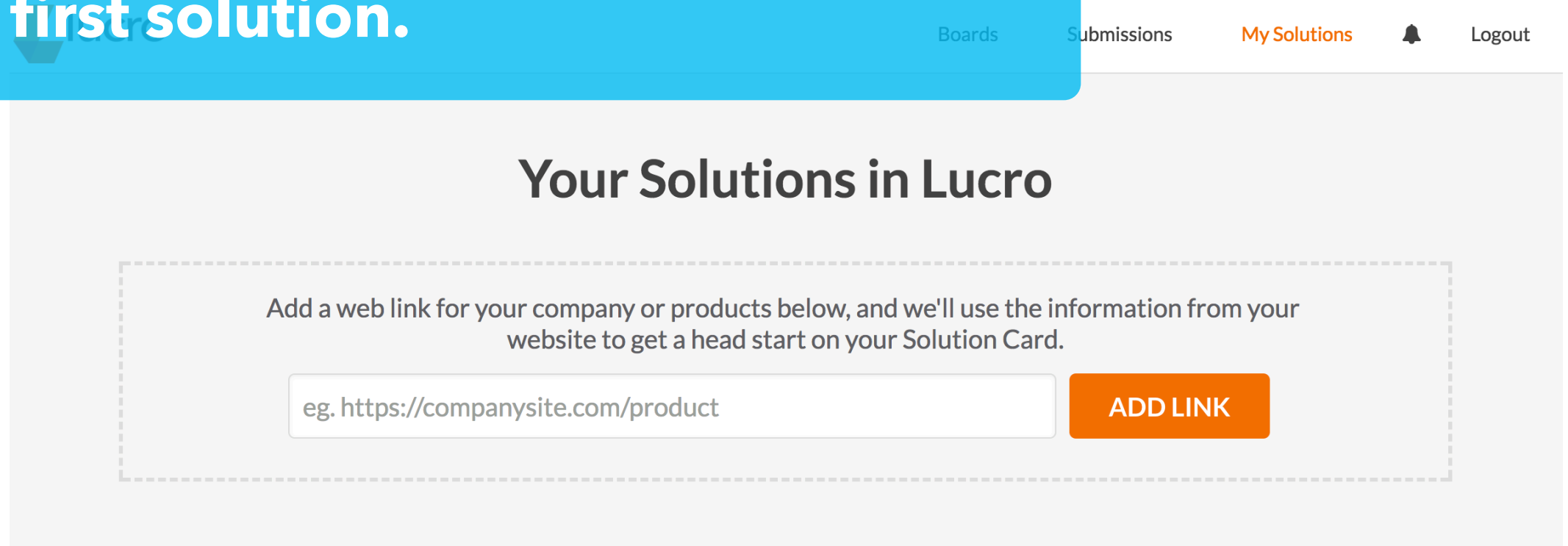
Create as many solution pages as you need to represent your products and services.



2

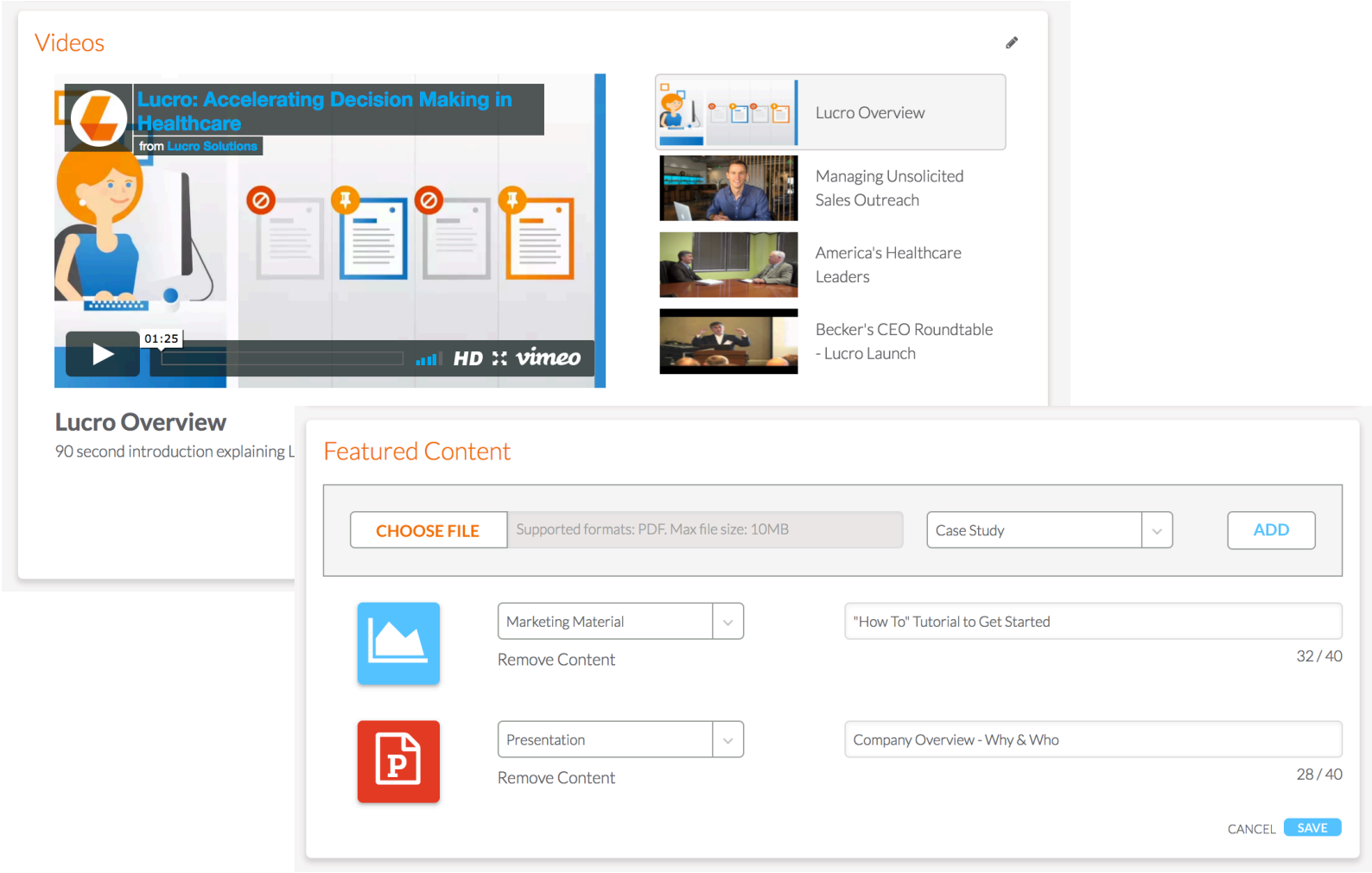
Create Your Solutions

Add a URL for the web page that best describes your product and we'll create your first solution.



2 Create Your Solutions

Add demo videos, marketing content, and case studies that you'd otherwise send by email.



2

Review Inventory of Projects

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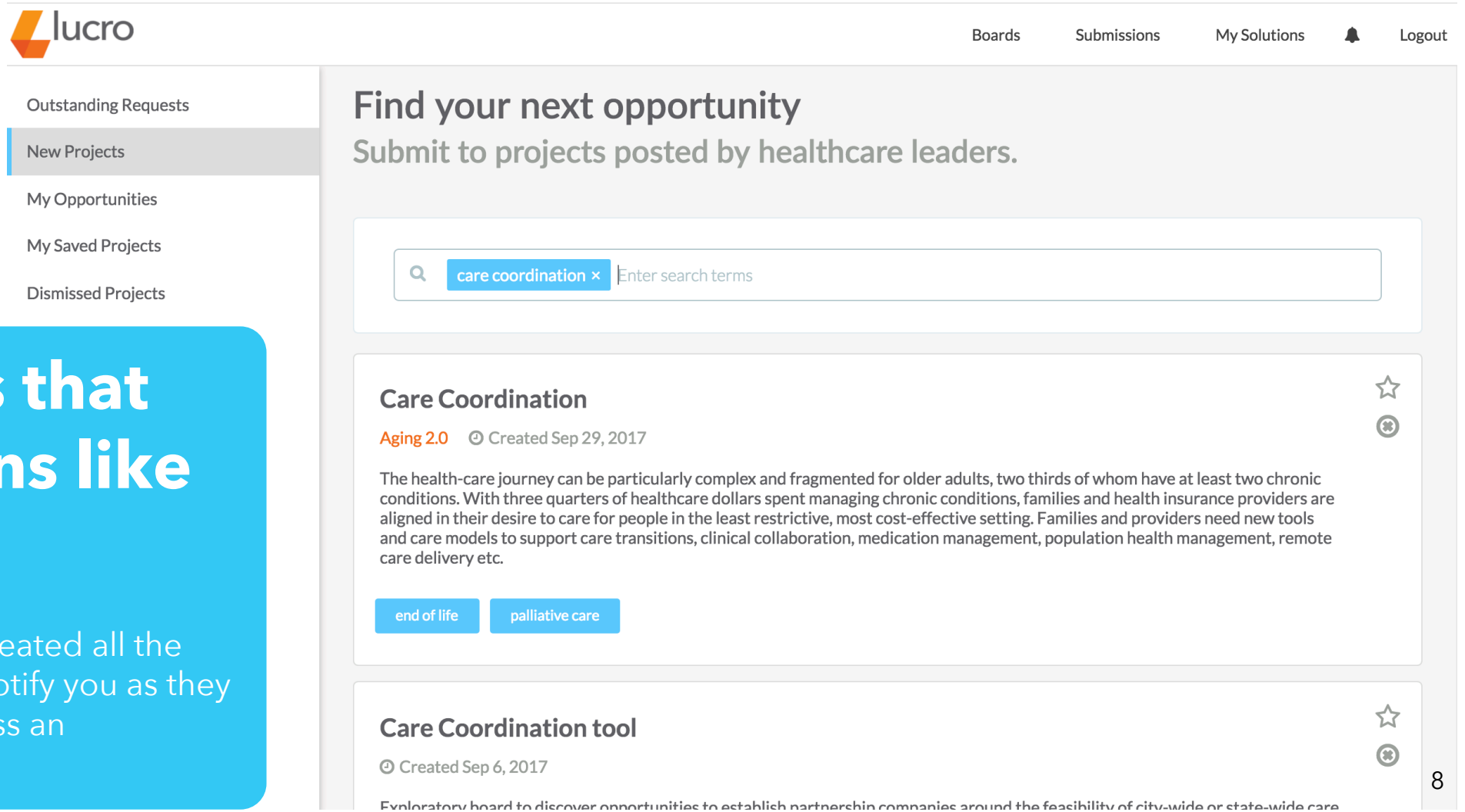
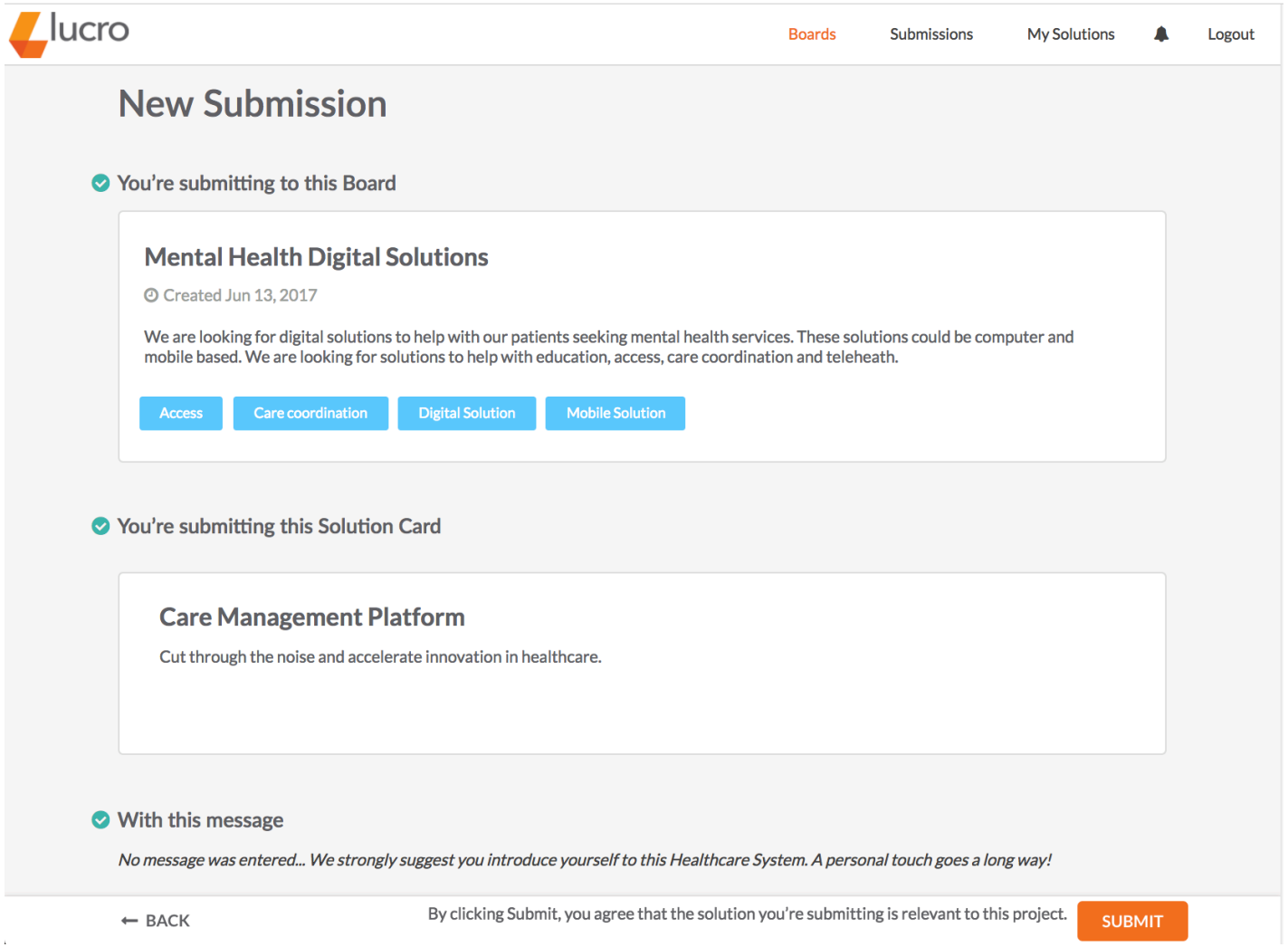
Find projects that need solutions like yours.

New projects are getting created all the time. Subscribe and we'll notify you as they get posted so you don't miss an opportunity!



3 Submit Your Solution



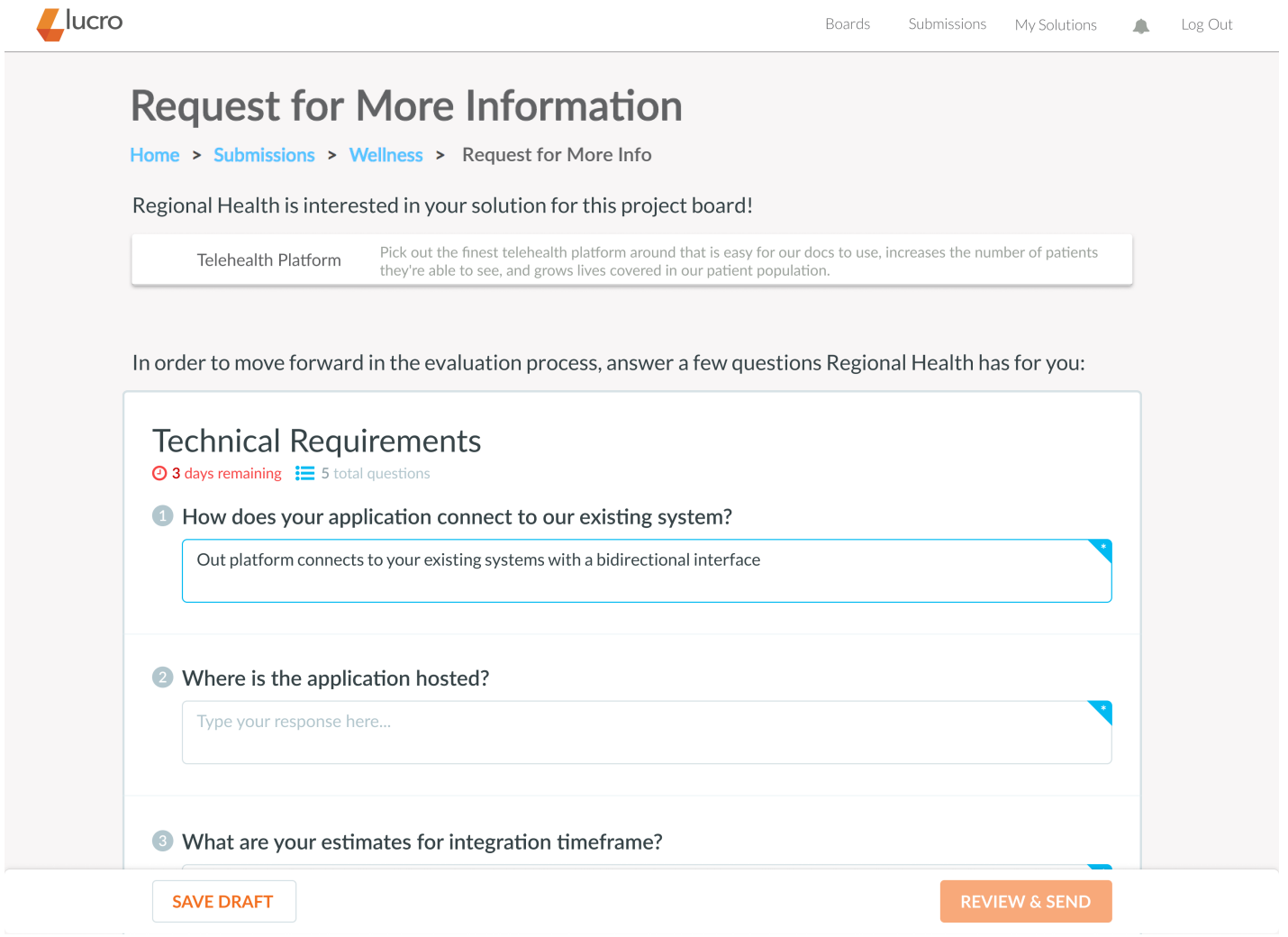
Choose the solution that best fits the project.

Add a personalized message to help healthcare organizations understand how your solution is the right one for them.

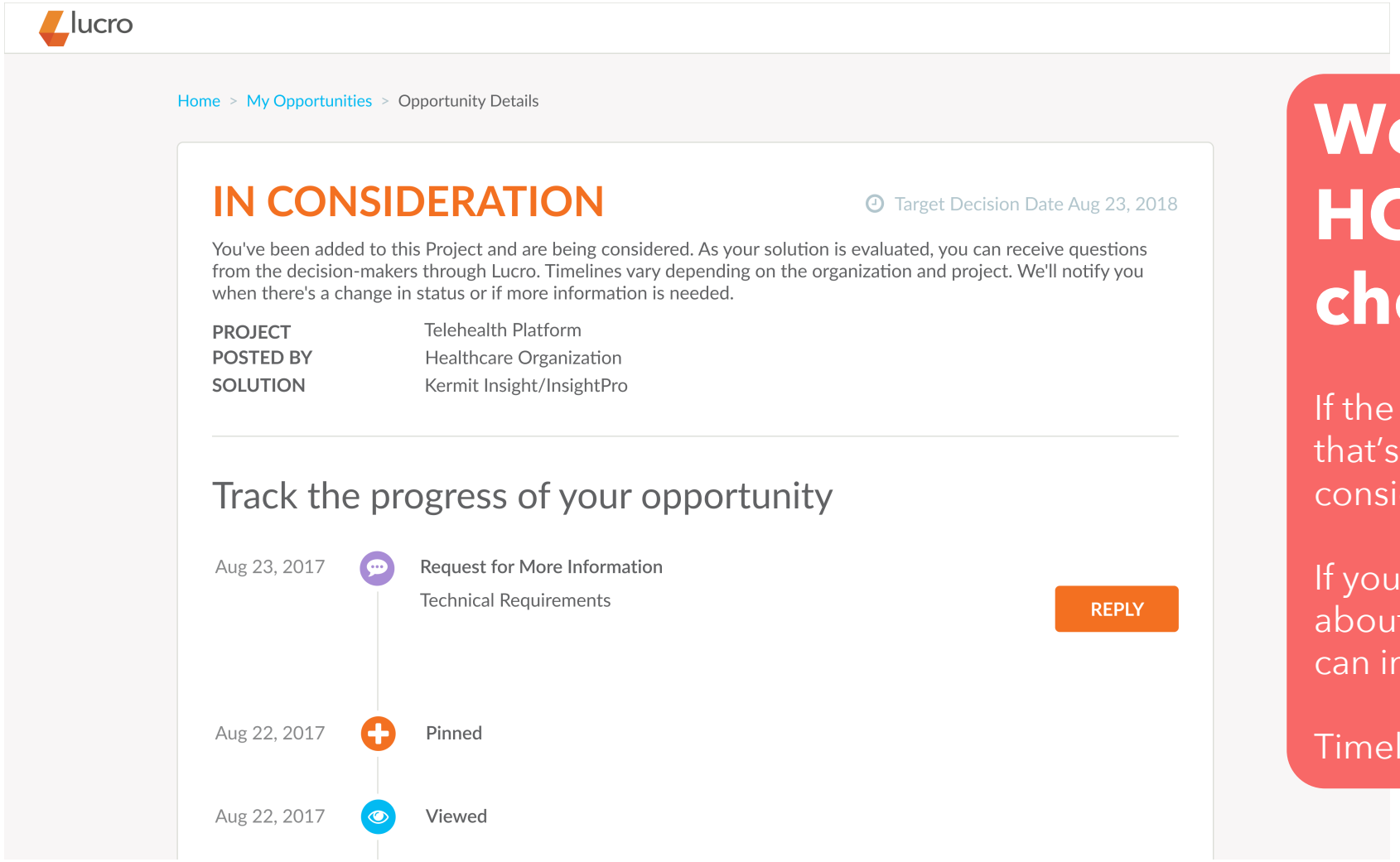
4

Efficient Q&A to Evaluate Vendors

Respond to questions from healthcare organizations as they compare solutions.



4 Healthcare Organizations Review & Decide



We'll notify you as HCOs get closer to choosing a vendor.

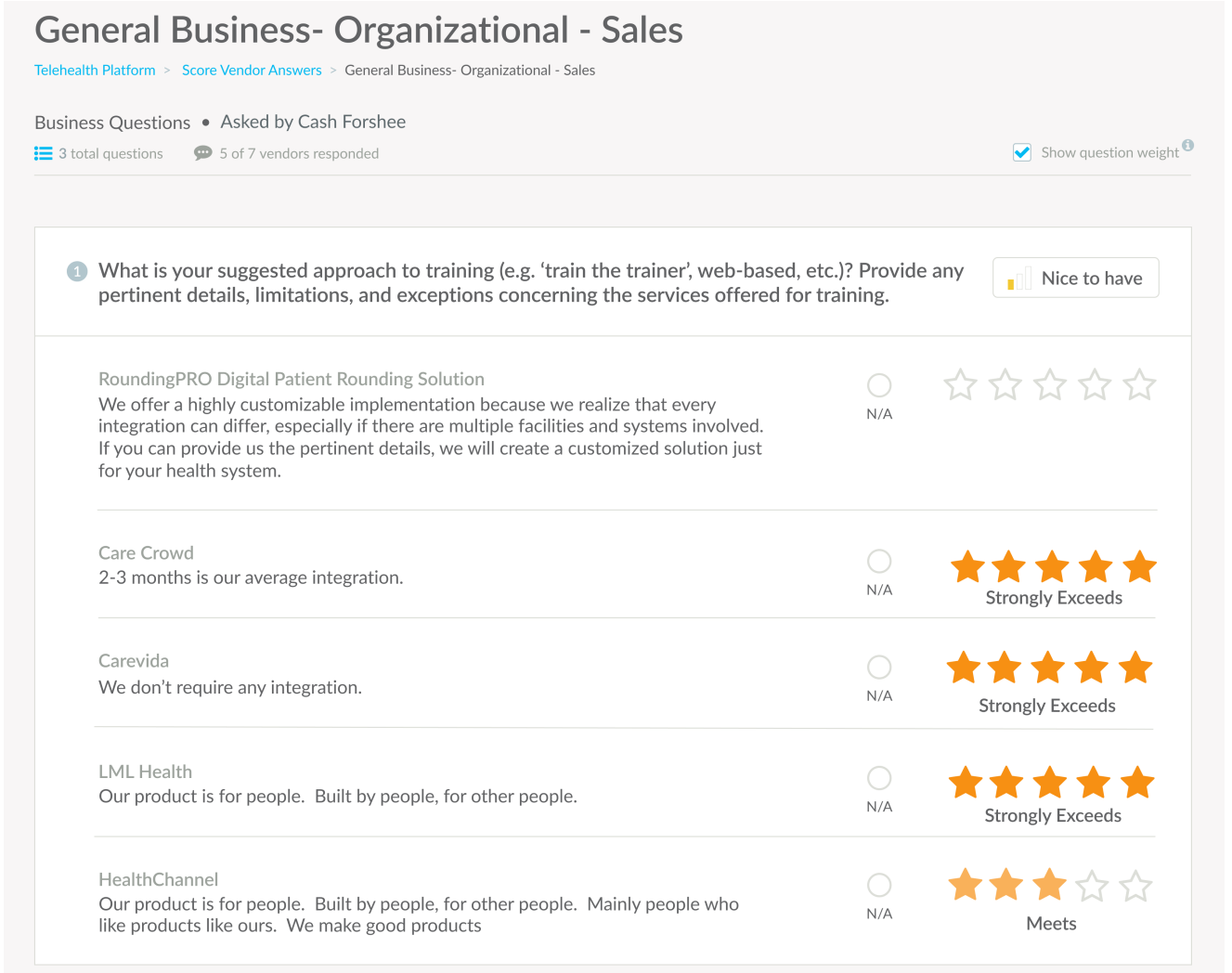
If the HCO adds your solution to a project, that's one more opportunity you're being considered for!

If you get declined, we'll provide feedback about why you didn't make the cut so you can improve.

Timelines vary by HCO and by project.

Score Responses

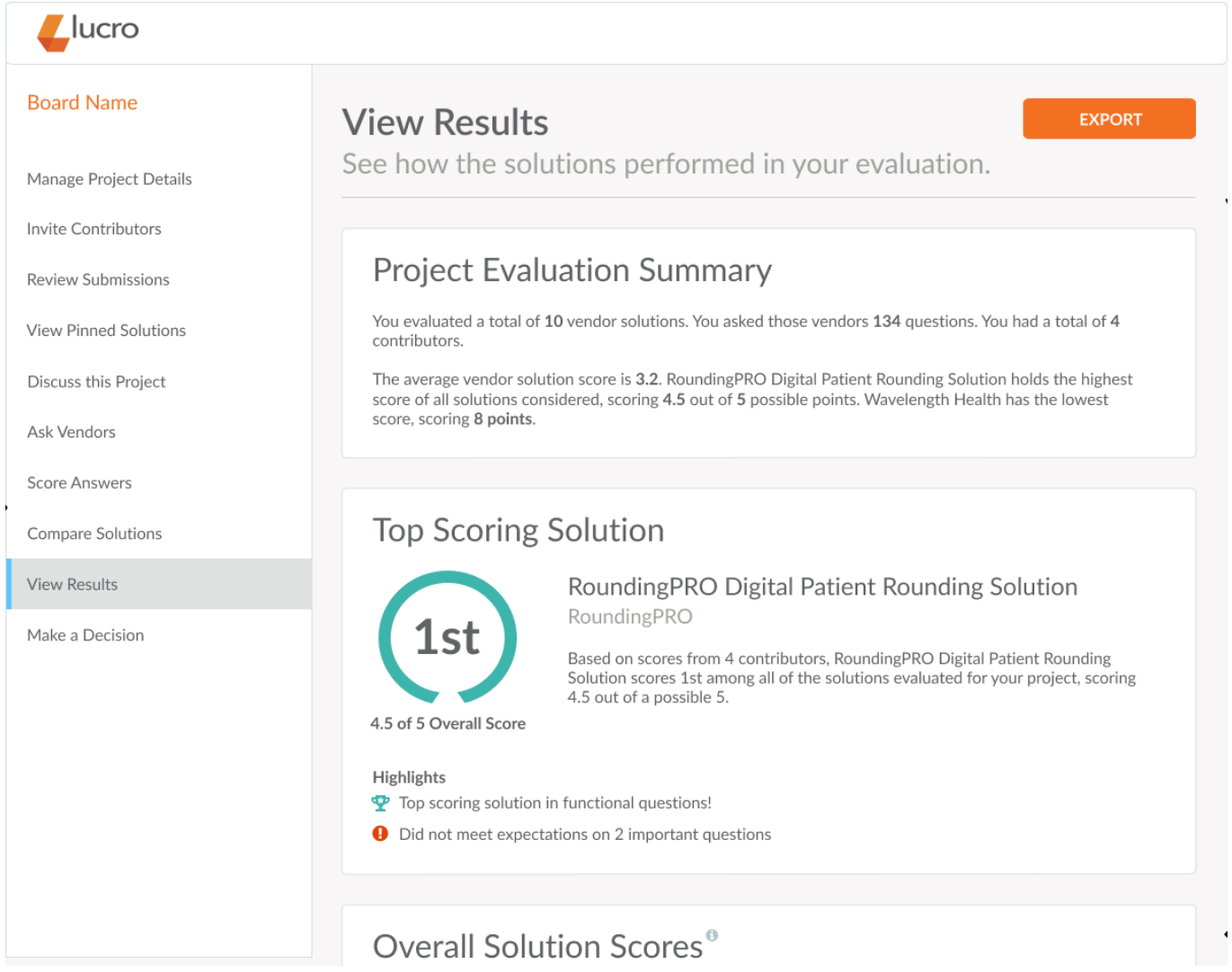
Healthcare users will score your responses…



Scoring Summary

… and use those scores to choose the best solution.

Healthcare users will use this evaluation report to justify important purchase decisions.



Scoring Summary

Top Scoring Solution

1st

4.5 of 5 Overall Score

RoundingPRO Digital Patient Rounding Solution

RoundingPRO

Based on scores from 4 contributors, RoundingPRO Digital Patient Rounding Solution scores 1st among all of the solutions evaluated for your project, scoring 4.5 out of a possible 5.

Highlights

- Top scoring solution in functional questions!
- Did not meet expectations on 2 important questions

Overall Solution Scores

See all (10 vendors)

Technical Question Evaluation

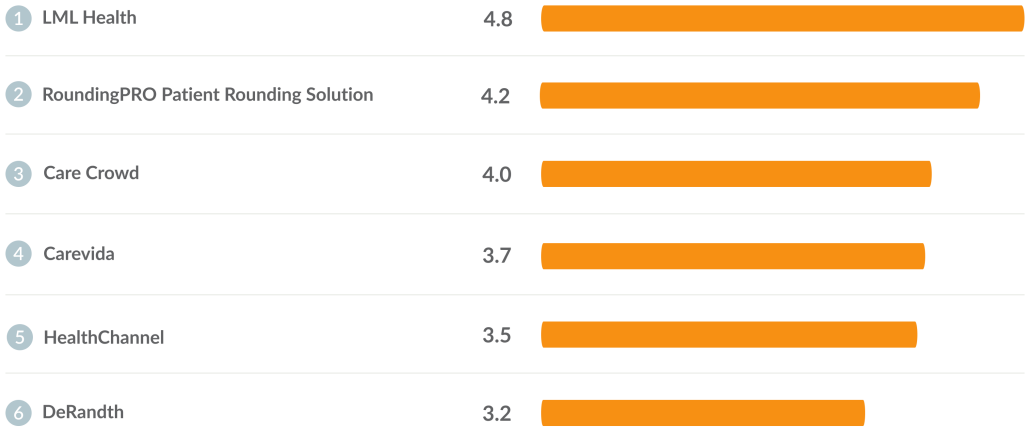
VIEW SCORE DETAILS

12 Questions Asked

10 of 10 Vendors Responded

1 of 4 Contributors Scored

Technical Response Scores



Upgrade your account

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Basic

Free

Get Started Today

Create unlimited product cards

View all open projects

Submit your product cards to relevant projects

MOST POPULAR

Core

$ 49 / per month

Choose This Plan

All Basic features +

Up to 3 users

Never miss a sales opportunity – Be notified of new projects relevant to your solution(s)

Stay up-to-date with project status updates supplied by the organization

Enterprise

$ 499 / per month

Choose This Plan

All Basic and Core features +

Unlimited users

See your competitors on projects

Learn why you won or lost an opportunity through win/loss reports

Dedicated account manager with quarterly coaching & strategy assistance

To get started, go to:
App.lucro.com

To learn more, go to:
Lucro.com

Feel free to reach out to Lucro directly with any questions.
Support@lucro.com