



**HEALTHTRUST**<sup>®</sup>  
UNIVERSITY CONFERENCE



# Innovation, New Technology & the Impact of Member Voice at HealthTrust

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# Disclosures



The presenters have no real or perceived conflicts of interest related to content in this presentation

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# Learning Objectives

*At the end of this session, participants should be able to:*

1. Recall how HealthTrust as a GPO defines “new” and how new products and technologies are submitted for consideration and review through the GPO and its related Advisory Boards.
2. Identify opportunities for members to provide feedback in the assessment of potentially innovative products.
3. Recognize methods for members to access HealthTrust services and available resources to support review/adoption of innovative products.



Innovation in healthcare is often described as a  
“...novel idea, product, service or care pathway  
that has clear benefits when compared to  
what is currently done.”

Source: Kelly CJ, Young AJ. Promoting innovation in healthcare. Future Healthc J. 2017;4(2):121-125.

# Your Access Points



We connect innovative products, platforms & technologies with member opportunities to advance their care delivery missions.



**Polling Question:**

**Which innovation access points **have you used** before?**



- A. Innovative Products Pipeline**
- B. Innovative Collaborator Community**
- C. Innovative Knowledge Library**
- D. Advisory Boards**
- E. Account Team**

# Your Voice in the Introduction of New Technology



## COLLECT

- Proposed innovative solutions submitted to Innovation Center by members, suppliers or internally.
- Ongoing research is conducted.



## ANALYZE

- Members provide feedback via Innovation Channel in Huddle.
- Internal subject matter experts within Clinical and Physician Advisory Boards are consulted.
- Published evidence is assessed.

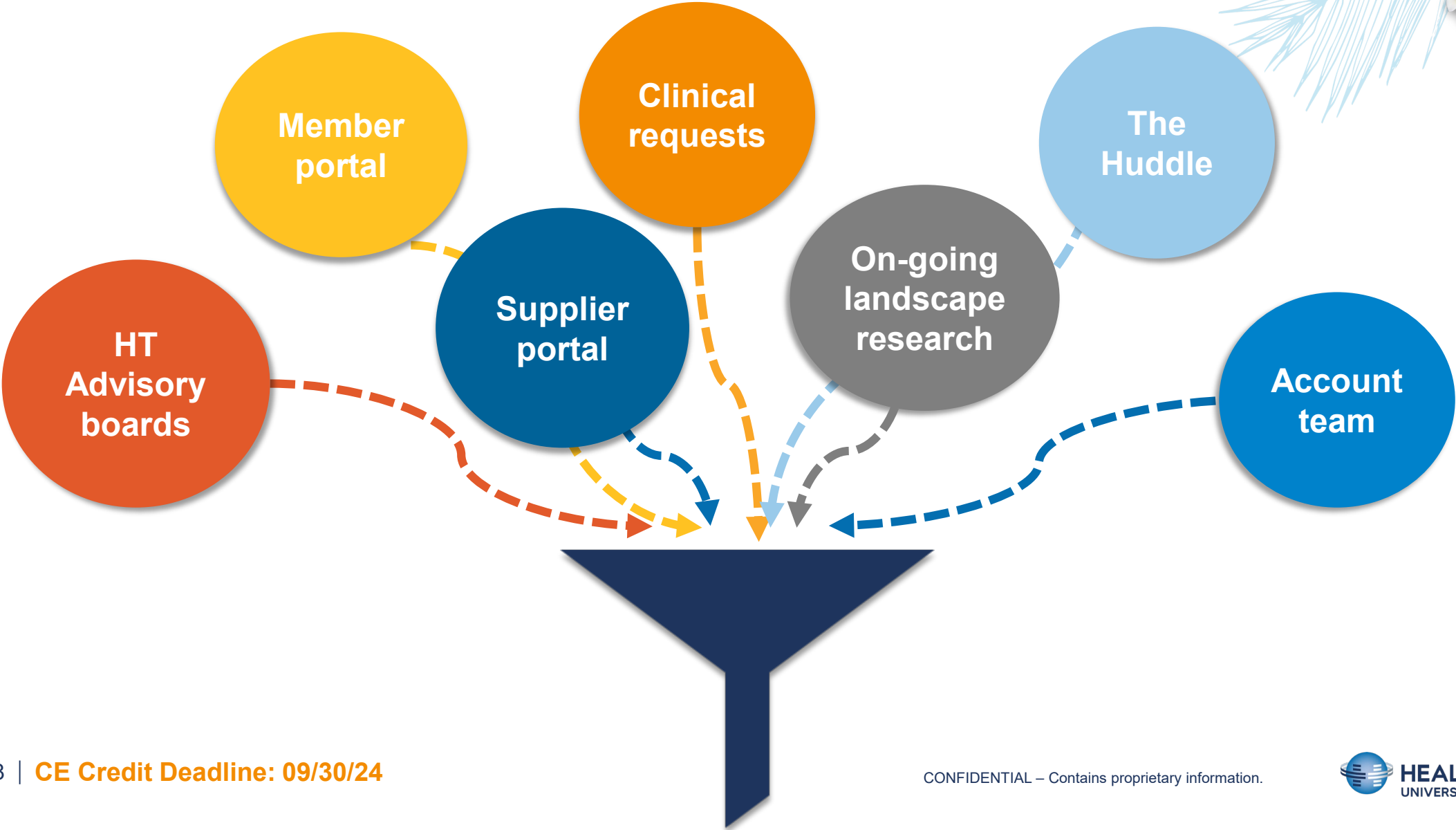
## LEVERAGE

- Feedback informs HealthTrust's clinical/supply chain decision-making process.
- New insight resources are added to Knowledge Library for all members.

## SHARE

- Feedback then shared w/ Sourcing team, Advisory Boards, members via Huddle, and Knowledge Library for all members.
- Feedback may be catalyst for trials/pilots and results shared.

# Collect From Multiple Sources





# How Members Share Innovative Solutions



**1 MEMBER PORTAL**

Welcome to the Member Portal!

Sign In

HEALTHTRUST Performance Group

Home Catalog News Resources

LEGACY PORTAL

HealthTrust Performance Group (68502)

Fri May 31 2024

Welcome, Emily.

Browse the Catalog

Commitment Letters

Pharmacy Catalog

Education Programs

Commercial Portfolio

Opportunities

Pharmacy Portal

Member Training

Member Education

Clinical Knowledge Insights Portal

HealthTrust Huddle

The Source Magazine

Business Associate Agreements (BAAs)

Information Security Agreements (ISAs)

**2 THE HUDDLE**

**3 KNOWLEDGE LIBRARY**

HealthTrust Innovation Center

**Submit an innovative solution!**

Innovation

Do you know of an innovative solution we should look into?

10

smartsheet

**Clinical Information Request 2024**

For pharmacy-related inquiries, please submit your question [here](#).

First and Last Name

Title

Work email address

Health System

Product, category, or service line

What is the clinical question or problem to solve?

File Upload

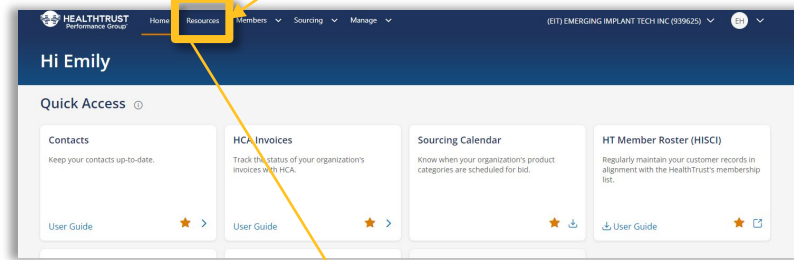
Send me a copy of my responses

Submit

# How Suppliers Share Innovative Solutions



## 1 SUPPLIER PORTAL



Welcome

Hello! HealthTrust welcomes your interest in sharing innovative products and technologies.

Uploaded Files

Please make sure you have all applicable forms attached when submitting. Surveys without applicable forms will NOT be reviewed. The entire submission must be done at the same time, as there is no ability to save and go back later. (PDF is the preferred file format.)

At the end of the survey, you may select the option to receive a copy of your responses.

**Please upload a copy of applicable forms \***

- Most Recent Product Catalog in PDF Form
- Women's Business Enterprise National Council (WBENC) -National Minority Supplier Development Council (NMSDC) -FDA Letter of Approval for 510k or PMA
- Published Clinical Studies or Trials
- MDS2 (Manufacturer Disclosure Statement for Medical Device Security)
- Cross Reference to other product

Drag and drop files here or [browse files](#)

Supplier Information

Tell us about your organization.

**First Name \***

The primary contact you want us to use for your organization

**Last Name \***

**Email Address \***

**Phone Number \***

(xxx-xxx-xxxx)

**Organization \***

Is your company physician owned? \*

Yes

# Analyzing Through Diverse Perspectives



*All members have a voice.*

*Subject Matter Experts; Our Decision-Makers*

*Physician perspectives are leveraged.*



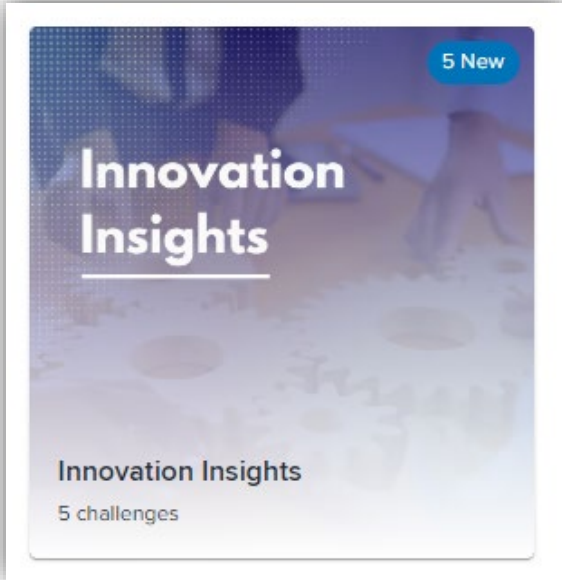
**Polling Question:**  
**Have you accessed our collaborative community, the **HealthTrust Huddle**?**

- A. Yes**
- B. No**

# HealthTrust Huddle



Collaborative  
Community  
where all  
members  
have a voice.



Source: Huddle.healthtrustpg.com

10 for completing this stage

HealthTrust Innovation Center

## Product Review

*We seek to partner with those suppliers that embrace the challenge of going beyond building a better mousetrap in the healthcare industry to help us redefine clinical excellence for our members and their missions. Thank you for taking the time to review and share your feedback on the following product.*

- HealthTrust Innovation Center Team

Are you familiar with Orpyx Sensory Insole System?

Yes  
 No

If yes, how did you hear about it?

How do you see the Orpyx Sensory Insole system improving or contributing to the prevention of DFU? (positives) \*

Please share what you feel are the disadvantages/hurdles of the Orpyx SI Sensory Insole system for patient adoption and consistent utilization. \*

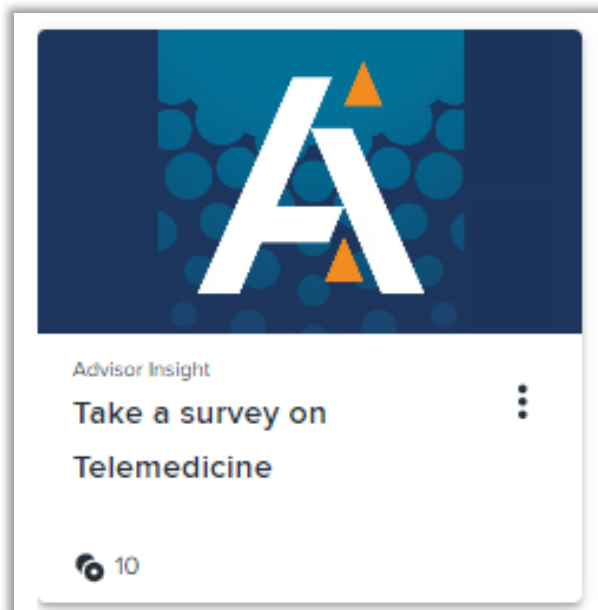
# Sourcing Team / Advisory Boards



Subject Matter  
Experts

Our Decision-  
Makers

- Product reviews
- Supplier demos



Source: HealthTrust Performance Group. Not for reuse without permission of HealthTrust.

# HealthTrust Physician Advisors



Clinical  
Leaders  
Evidence  
Seekers  
Healthcare  
Influencers

**100+** PHYSICIANS

**35** HEALTH SYSTEMS

**30** SPECIALITIES REPRESENTED

**99%** PHYSICIAN ADVISORS ENGAGED

# Sharing Collective Knowledge



**HealthTrust  
Sourcing Team**

**HealthTrust  
Knowledge Library & Huddle**

**HealthTrust Advisory Boards &  
Account Management**



# Leveraging Your Voice



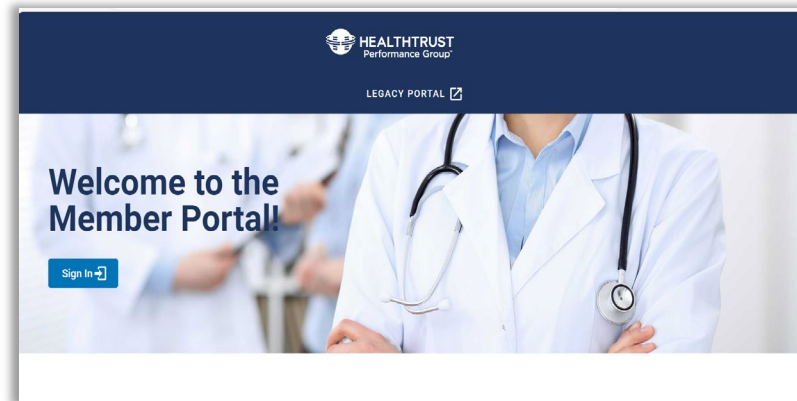
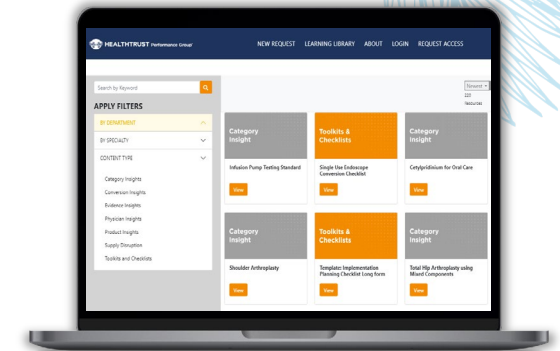
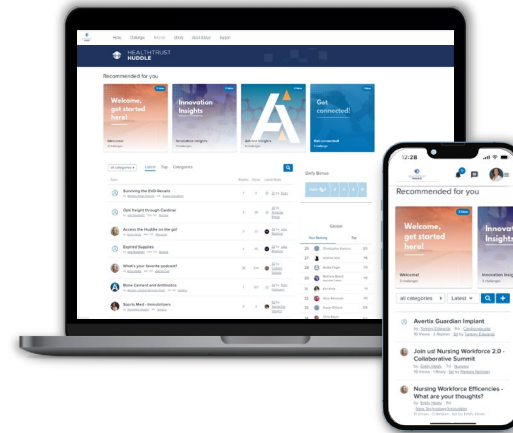
- Feedback shared informs HealthTrust's **decision-making process**
  - **Clinical Advisory Boards**
  - **Sourcing strategy**
- Feedback gathered is represented in the **Knowledge Library** and discussed in the **Huddle**
- Feedback may be catalyst for trials/pilots and results shared

Source: <https://www.gettyimages.com/detail/illustration/a-woman-in-work-jacket-style-enjoying-royalty-free-illustration/1355090252?phrase=megaphones%2Bvector%2Bwhite%2Bbackground>

# Accessing Resources



- **Share** your voice in the Huddle.
- **Visit** the Knowledge Library for toolkits and insights.
- **Access** the Award Summary on the Member Portal.
- **Leverage** your Account Manager.



Source: HealthTrust Performance Group. Not for reuse without permission of HealthTrust



**Polling Question:**  
**Have you accessed  
the HealthTrust Knowledge Library for  
resources?**

**A. Yes**

**B. No**

# Knowledge Library



- Open to ALL members
- Trending Resources
- It's FREE



**New Clinical Product Request Form**

Please complete the form fields below. Date: \_\_\_\_\_

Requesting Physician/Clinician: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Facility: \_\_\_\_\_

Clinical Service Line/Department: \_\_\_\_\_

Department Director Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

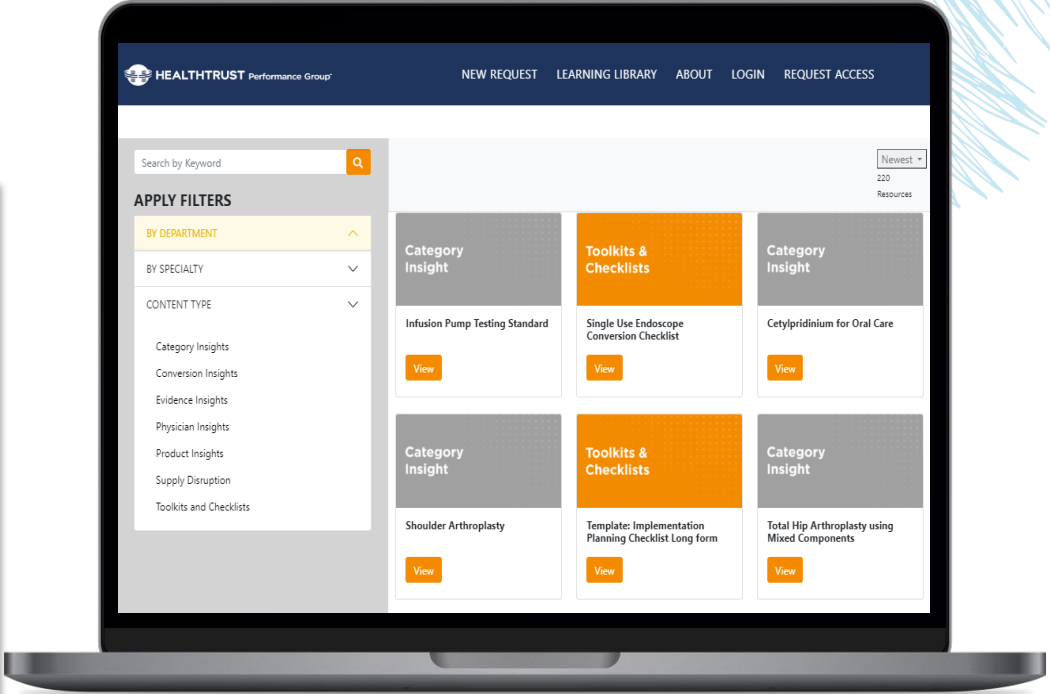
Type of request: \_\_\_\_\_

Provide explanation: \_\_\_\_\_

**Category: Product Trial Checklist**  
Document is fully editable, highlight rows to remove or click the row to insert additions as needed.

Planning	
Access <a href="#">Clinical Knowledge Insights Portal</a> for resources related to category	
<b>Where to Start</b>	
a. Determine need for trial	
I. Brand new product	
II. Switching suppliers	
III. Change of product for current purpose	
IV. Identified value add	
V. Identified cost savings	
VI. End user acceptance or feedback	
b. Identify all areas that would be affected by change	
I. Clinical units	
II. Specific service lines	
III. Additional departments impacted by change (environmental services, supply chain, infection control, etc.)	
c. Collaborate with all disciplines and departments impacted	
I. Determine impacts of change: storage, cleaning, processes, work flows	
II. Gain approval and alignment to move forward	
III. Create a move forward plan with timeline	
IV. Create a communication strategy for all stakeholders	
d. Surgical & Procedural area considerations (Perioperative/Cath Lab/GI Lab)	
I. Sterilization needs/reprocessed items	
II. Case support for staff and physicians	
III. Specific technical or IT needs	
IV. Specific storage requirements	
<b>Processes and Contracting</b>	
a. Determine if there are existing processes related to product trials	
b. Discuss timeline and any competing initiatives	
c. Confer with legal or contracting departments	
I. Determine length of trial	
II. Determine amount of product to be supplied	
III. Address legal issues and liabilities	
IV. Contracting for trial evaluation	
d. Develop education plan needed, if appropriate	
e. Surgical & Procedural area considerations	
I. Patient consent for use (If applicable)	

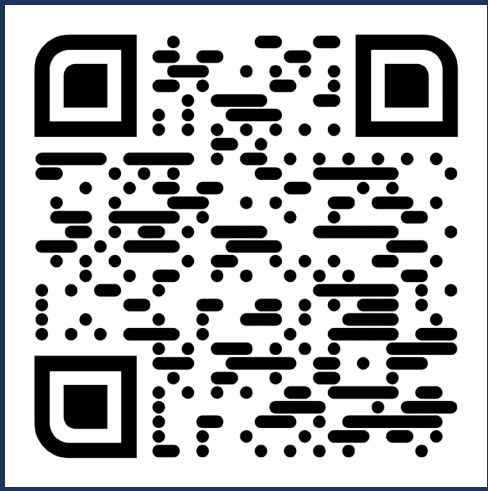
Disclaimer: This document is for informational purposes only and does not constitute a contract. It is subject to change without notice.



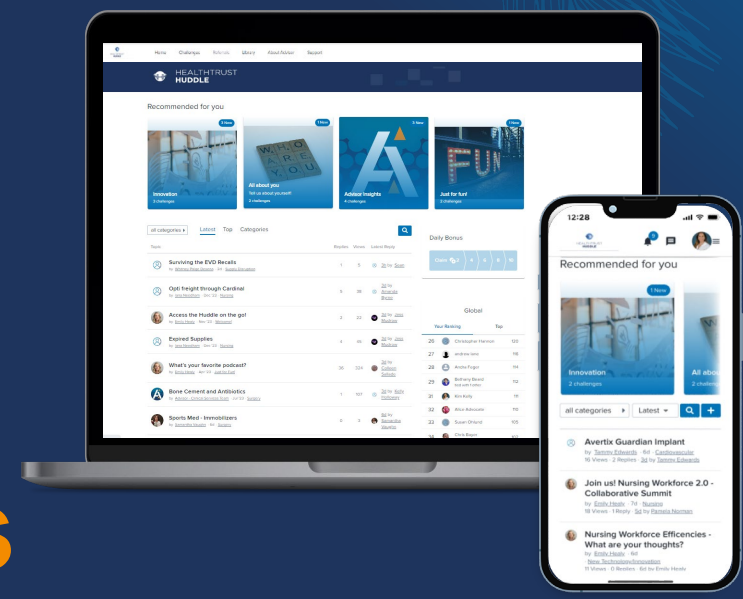
Source: <http://hpginsights.com>



Share your voice.  
Join the Huddle.



Recruit **3–5**  
service line leaders  
to join!



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**Polling Question:**

**What would you like to **learn more about/demo** at our booth?**

- A. Innovative Products Pipeline**
- B. Innovative Collaborator Community**
- C. Innovative Knowledge Library**
- D. Advisory Boards**

**Meet us in the HealthTrust Village during exhibit hours!**



# Thank You

