

# reveal

NEXT-LEVEL PERFORMANCE METRICS  
TO HELP STRATEGIC SUPPLY PARTNERS  
EVOLVE BEYOND THE TRANSACTION





**Reveal** is a dynamic reporting solution designed for the supplier who wants to have a more strategic relationship with their contracted providers. The transparency opens the door to more informed partnerships while helping suppliers evolve the discussion beyond price.

### Access next-level performance metrics

Study charts, figures and ongoing performance analytics for your contracts that allow your organization to easily manage your business across multiple product categories.

- Know market share performance with the group and categories
- Identify customer issues and understand how to resolve them earlier in the contract lifecycle
- Utilize reporting to develop future models that drive desired behavior

### Know your competition inside and out

Determine relative position in the market by understanding how your existing business compares to the total.

- Access relevant competitor information at the group and system level including at line item detail
- Know which products are sourced in lieu of your product line
- Understand the impact of new sales and marketing efforts
- Review competitive products, with applicable cross referencing

### Anticipate spending trends through predictive analysis

Exclusive functionality provides suppliers with a look into the future with statistical forecasting of spend information at the category and product level.

- Predict attainment of goals
- Leverage data to make enhancements to sales resource allocation
- Gain feedback on performance of new products

## Category Analytics

Cardiac Rhythm Management

View:	Aug 1, 2020 - Jul 31, 2021	27 Sub-Category(s)	Not to be used for compliance Data includes non contract spend
<b>Spend with Seller</b>	<b>Units with Seller</b>	<b>Total Spend</b>	<b>Total Units</b>
\$150,359,898 60% Market Share	64,009 83% Market Share	\$250,656,929 27 Sub-Category(s)	101,437 27 Sub-Category(s)

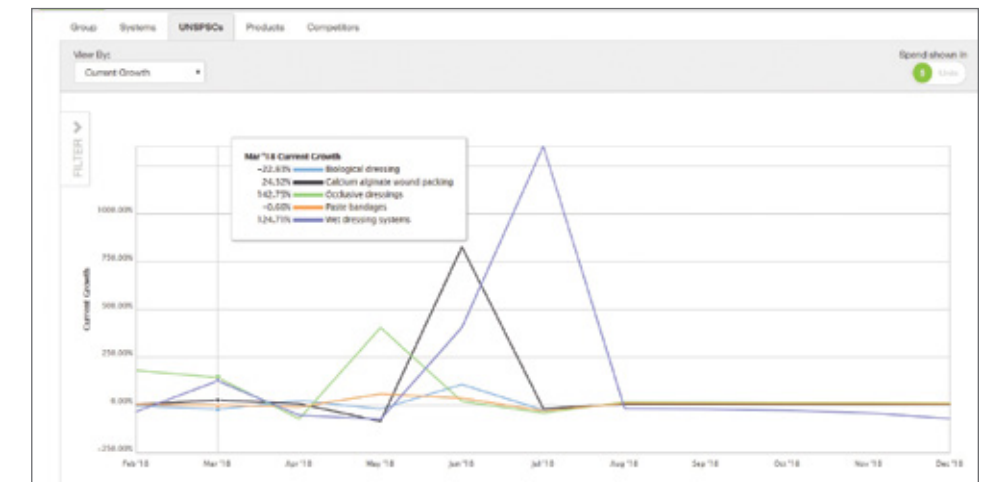
  

Sub-Category	Spend with Seller	Spend Market Share	Total Spend	Units with Seller	Unit Market Share	Total Units
Implantable cardioverter defibrillato ...	\$28,825,469	53%	\$54,865,222	2,033	53%	3,626
Implantable Cardiac pacemaker ge...	\$17,122,055	60%	\$28,490,428	4,179	50%	7,259
CRT Defibrillator Generator	\$15,040,044	52%	\$28,948,361	643	50%	1,703
Pacemaker Dual Chamber Generator	\$14,472,287	60%	\$24,115,361	3,725	57%	6,535
Loop Recorder	\$11,665,369	73%	\$15,903,440	4,575	83%	5,510
Cardiac recorder	\$11,313,956	75%	\$14,348,016	9,134	88%	10,372

sample data for illustration purposes only

### Track product purchasing

- Review all products purchased in the category by the group
- Access to product utilization at each system/facility
- Check history based on a flexible date range and six-month forecast for revenue and units purchased



sample data for illustration purposes only

### What the provider sees:

Product	Description	Supplier	Systems	Units	Spend	Cross Product	Cross Description	Clinical Assessment
Ark3940	Bandage Tubular Compression	Reveal supplier	5	11384	\$35,584			
684512384	Dressing Foam Large	Competitive supplier A	25	21616	\$65,486	37843	Dressing Foam 9.2 X 9.2 Inch	
3GE-88415	Dressing Antimicrobial Contact System 4.25 X 4.25 inch	Competitive supplier B	14	1545	\$7,283	97865ALB	Dressing Antimicrobial 10cm x 12cm	

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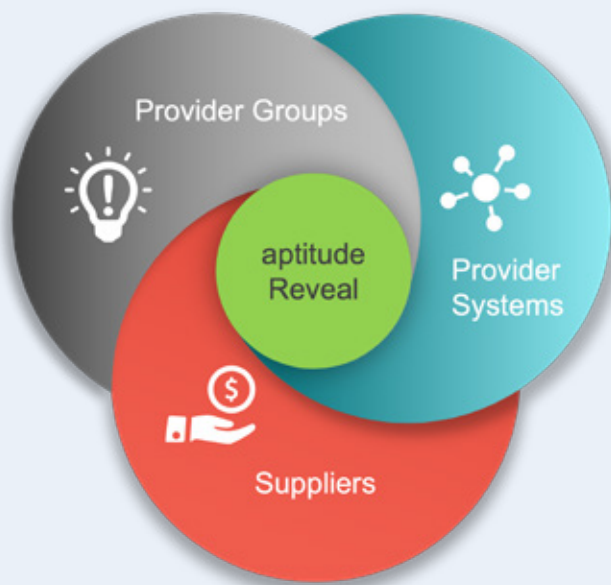
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## Transparency to move beyond the transaction

Reveal is a premium data sharing solution that helps providers and suppliers proactively manage partnerships by transforming rich, complex data into actionable information.

Leverage the business intelligence facilitated through Reveal as an additional resource to:

- align with providers using a single source of data with established engagement processes
- analyze competitive utilization and quickly disseminate insights throughout your organization
- access actionable information with customized support to enhance business reviews and enable faster change management



## Build strategic partnerships with the industry's leading sourcing and aggregation groups.



*"Reveal has allowed us to work with supply partners to find off contract spend and helped us to standardize within our awarded suppliers in an efficient and easy to use platform. This has allowed staff to spend time on other projects."*

**Chuck Jensen**  
Director of Purchasing, Froedtert Health, Inc.

*"Access to accurate and timely data has never been more critical than in today's dynamic, and often uncertain, health care environment. Through this data sharing resource, we can quickly identify opportunities and proactively support providers in their mission to maximize value through strategic partnerships."*

**Brian DeBusk**  
DeRoyal, Chief Executive Officer

*"We execute over 100 initiatives per year and manage more than \$1.2B in spend. Partnering with aptitude to deliver actionable information regarding spend history and trends to our strategic suppliers will help accelerate our processes and elevate the value we are able to deliver to our members."*

**Shawn Katusin**  
IHN Sourcing Group, Associate Vice President

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