

A "How to" Guide: Doing business with Nationwide Children's Hospital

At Nationwide Children's Hospital, we embrace inclusion as a way of business. Because we value diversity as a strength, we seek to develop strategic business relationships with companies that hold similar values and produce results.







At Nationwide Children's Hospital we are proud to serve as a leader in our community and we are committed to being good neighbors. We believe that holding ourselves to the highest standards possible is an obligation that extends beyond our patients and into the entire community that we call home. As we grow, we want the community to grow with us. One way that we can accomplish this is by partnering with local businesses.

Our Supplier Inclusion Policy is an example of our commitment to central Ohio businesses. Developing mutually beneficial relationships with diverse suppliers helps us source local vendors and builds economic vitality in our community.

Although we do not have mandated goals, we strive to make sure our supplier community is reflective of the thousands of families we serve every year, as well as the communities where Nationwide Children's has a presence. Our inclusion program is comprehensive in its approach and makes good business sense.

Nationwide Children's commitment to inclusion allows us to cast the widest net when seeking suppliers and professionals to support and complement the great work of our Nationwide Children's family.

I invite you to use this guide as a reference when seeking opportunities with our hospital.

Steve Allen

Chief Executive Officer Nationwide Children's Hospital



We appreciate your interest in partnering with Nationwide Children's Hospital.

Nationwide Children's Hospital is routinely recognized as one of America's top pediatric and research facilities as ranked by *Parents* magazine and *U.S. News and World Report*.

At Nationwide Children's we believe that everyone benefits when all businesses, including women & minority businesses, are afforded an opportunity to compete in marketplace. We have therefore created this informational packet to aid new and existing businesses in establishing professional relationships with Nationwide Children's.

Our goal is to develop a diverse supplier base that provides quality services and value to our hospital. Furthermore, we hope to promote the development of business relationships that are beneficial to the hospital and community.





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Navigating Through Nationwide Children's Hospital

- **Familiarize yourself** with the needs and services of Nationwide Children's Hospital. One way to do this is by contacting our Materials Management Department at (614) 355-1722.
- **Do your homework:** The size and scope of Nationwide Children's can be daunting. To best meet your needs, we encourage you to spend time researching how your company and services can best meet the needs of Nationwide Children's. Put your best foot forward by providing your marketing materials and creative solutions.
- Nationwide Children's recognizes certifications from the following agencies: National Minority Supplier Development Council, Women's Business Enterprise Council, The State of Ohio, and The City of Columbus.
- **Get registered with Nationwide Children's:**register at our Web site at: **www.NationwideChildrens.org.**Find the 'About Us' link, click 'overview', scroll to 'Diversity and Inclusion', click, then complete 'Supplier Inclusion Application'. Registration is fast and simple and it's your portal to opportunities with us.

Please contact Materials Management at **(614)** 355-1722 or email **Inclusion@NationwideChildrens.org** if you have additional questions regarding certifications

This quide may be obtained on the Diversity & Inclusion page of www.NationwideChildrens.org





The Materials Management Department: How They Can Help You

The Nationwide Children's Hospital Purchasing Department is housed within the Materials Management Department.

Review the various functions within Materials Management and determine where your business fits our needs. A critical first step is to visit our web site and register at **www.NationwideChildrens.org**. Your registration will be confirmed and you will be contacted. Registration allows us to better understand your business.

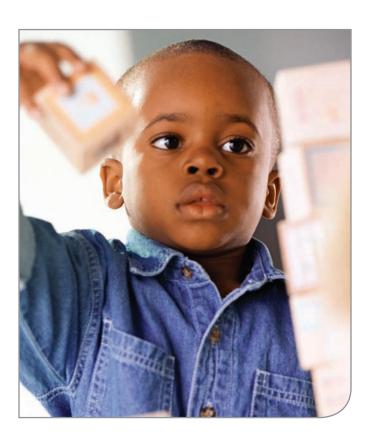
Contact Information

Materials Management Department 700 Childrens Dr. Columbus, OH 43205 Inclusion@NationwideChildrens.org

Hours of Operation

Monday-Friday, 8 a.m.– 4:30 p.m.

Phone: (614) 355-1722 Fax: (614) 355-1733





The Materials Management Department: How They Can Help You (Continued)

The Materials Management Department:

- Ensures fair and open access to Nationwide Children's Hospital business opportunities
- : Serves as a resource for current and prospective suppliers
- :: Coordinates public bid process

MATERIALS MANAGEMENT CUSTOMER SERVICE PHILOSOPHY

Committed to providing the hospital with supplies, equipment and services that help produce our outstanding patient care

PURCHASING

Provides customers what they need when they need it

PRINT SERVICES

Assists customers with mail room, printing and copier service

COURIER SERVICES

Delivers customer mail and packages to offsite locations



Department Study: Identify Which Departments Buy What You Sell

Nationwide Children's Hospital is constantly looking for companies that can meet our needs of quality, service and value. Below is a list of areas that you might consider as potential opportunities. While many of these areas have primary contracts and a few perform much of the work in-house, we do contract with suppliers to meet service and overflow needs.

WHAT DO YOU SELL?	RESPONSIBLE DEPARTMENT
Architect & Engineering Services	Engineering Services, Community Relations
Building Maintenance & Repair Supplies	Engineering Services, Community Relations
Building Trades (HVAC, Electrical, Plumbing)	Engineering Services, Community Relations
Catering	Nutrition Services, Purchasing
Computer, Phone and Peripheral Equipment	Purchasing, Information Systems, Research Information Systems
Courier & Transportation Services	Purchasing
Graphic Design & Communications Services	Marketing, Purchasing
Food (Wholesale)	Nutrition Services
Information Technology Consulting Services	Purchasing, Information Systems
Medical Supplies	Purchasing
Office Supplies	Purchasing
Printing	Purchasing
Promotional Items	Purchasing, Marketing, Foundation



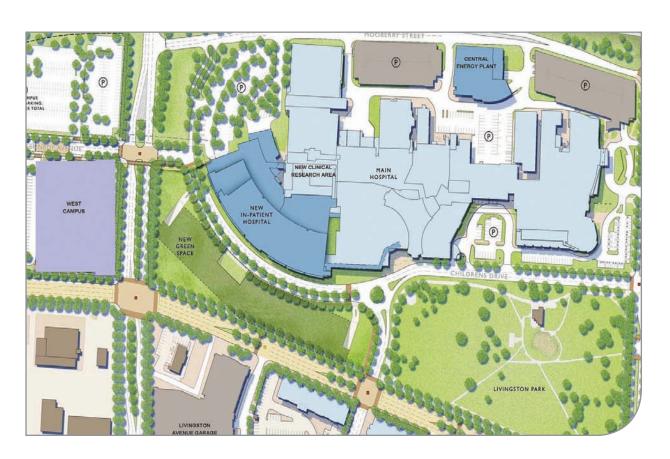
Campus Expansion

Nationwide Children's Hospital is continually focused on improving and expanding capacity in order to deliver the best pediatric healthcare in the nation. To further this goal, the hospital is currently undertaking an ambitious master facilities plan.

The master facilities plan is projects to add an additional 2,000 new hospital jobs and expects to generate \$1.3 billion in new regional economic activity.

We have many vendor opportunities related to our master facilities plan. To find out more about our plan, go to our 'Campus Expansion' link at **www.NationwideChildrens.org**

Below is a map of Nationwide Children's campus as of the year 2012.





The Procurement Process (Once you identify a buyer that needs your product/service)

Once you have been selected as a vendor, please complete a Nationwide Children's Hospital Substitute W-9 packet. This is how your company becomes an active vendor in the Nationwide Children's financial system. You can get this form by contacting the Finance Department at (614) 355-3153.

Most departments will require a written quote to be submitted by your business (on letterhead or via e-mail). Written quotes decrease the probability for misunderstandings and benefits all parties involved. Be sure to prepare a quote that considers the needs of your business and the Nationwide Children's customer. If you are in doubt, please ask. Most acceptable quotes include:

- ** A description of the scope of work to be performed (or products to be sold) and other applicable specifications.
- :: Pricing and delivery schedule/time-frame.
- :: Payment terms
- : Nationwide Children's does not offer electronic transfers at this time.

Purchase Order does not match what you submitted in your quote:

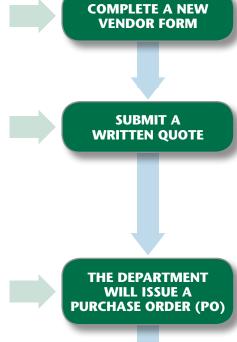
The Purchase Order is Nationwide Children's reply to your quote and serves as the "authorization" to begin work. Be sure to get a copy of the Purchase Order from the Purchasing Department (prior to beginning any work) and review to ensure that all terms and conditions match what was submitted in your quote. If the outlined information in the

- :: Contact the Purchasing Department at (614) 722-4800 to discuss options for moving forward.
- :: Do not begin work without a copy of the Purchase Order. This is Nationwide Children's acknowledgement, contract and commitment for the work.

Upon completion of work (or at previously agreed upon intervals) you must submit an invoice in order to be paid. Be sure to reference the Purchase Order number on all invoices. Unless another arrangement has been made between you and the department, all invoices should be submitted directly to Accounts Payable. Nationwide Children's is exempt from paying sales tax.

Nationwide Children's Hospital Attn: Accounts Payable 255 East Main Street Columbus, OH 43205

Phone: (614) 355-3153 Fax: (614) 355-0626



COMPLETE WORK, SUBMIT INVOICE



Key Take-Aways

Value Added/Value Proposition: This is essentially "what you have to offer." It is important to be clear, state your company's advantages and what distinguishes you from your competition. Be prepared to communicate your added value.

Be flexible and responsive: Being a small business can often mean having the flexibility to customize solutions for your customers.

Cost Savings: As a nonprofit organization Nationwide Children's Hospital takes great pride in being good responsible financial stewards – reducing costs and adding value is always important. There are two ways you can help Nationwide Children's achieve this goal: acknowledge that price is important and make your offer based on lowest price, or consider offering value packages that allow customers to stretch their budgets.

Get Certified: If you are a minority-owned or women-owned business, certification is critical. This is a distinguishing aspect of doing business with Nationwide Children's. More information can be found at web sites for the National Minority Supplier Development Council, Women's Business Enterprise Council, The State of Ohio, and The City of Columbus.

Consider partnering with large firms on large contracts:

At Nationwide Children's Hospital we seek to develop and use primary supplier contracts. A primary contract is defined as a contract awarded directly to an organization or business. While many small firms do not have the capacity to serve as primary suppliers, there are often opportunities through partnership or joint ventures. Please contact the Purchasing Department. We are happy to assist you.

Innovation: Approach potential customers with solutions, using creative approaches to daily challenges may help you stand out.

Walk before you run: Doing business with Nationwide Children's requires that your business be experienced, have adequate capacity and the ability to be flexible. Make certain your business can handle the project scope.

Prepare, Prepare: This cannot be overstated. Remember, you are making a first impression. Be certain that your marketing materials, Web site and presentations are professional and error free.

Do you homework: Nationwide Children's employees are contacted frequently by vendors, so it's important to demonstrate your knowledge and understanding of Nationwide Children's needs and environment, as well as your capacity and ability.



Feedback Form

information packet has been helpful and useful for the business opportunity for you to give us your feedback. We hope this In a constant effort to improve, we have extended the community. Your feedback is appreciated and valued.

Thank you for taking the time to help us learn "How-to" do business with you!

- Strongly Disagree
- 2 Disagree
- Neutral 3
- 4 Agree
- 5 Strongly Agree
- 1. This packet was helpful

4. I like the flow of the packet

- 2. I learned something new

5. I am prepared to do business with Nationwide Children's Hospital

- 3. This packet was easy to understand

Which (if any) section of information did you find the most helpful?

What information did you learn about this process that you didn't know before? What else would you like to have seen in this packet?

Additional Comments:

Department Attn: Supplier Diversity Survey 700 Children's Dr., Columbus, OH 43205 FAX: (614) 355-1733 Inclusion@NationwideChildrens.org Nationwide Children's Hospital Purchasing Mail, Fax or e-mail to: