

What is Broadlane?

Broadlane offers effective expense management solutions to the healthcare industry. Using contracting, electronic commerce, expense management, data mining/reporting, and complete outsourcing, Broadlane streamlines the procurement process and significantly lowers provisioning costs. Since December 1999, major healthcare providers such as Tenet Healthcare Corporation, Kaiser Permanente, and Universal Health have benefited from the Broadlane's expertise. The company has offices in San Francisco and Dallas.

Why was Broadlane created?

Broadlane was founded to realize superior efficiency in the way healthcare providers acquire supplies. Unlike other healthcare GPOs (group purchasing organizations), only Broadlane allows its customers to determine their own level of participation ranging from a simple GPO membership to a comprehensive supply chain relationship.

What is the Broadlane Access™ Program?

Broadlane Access™ is a GPO program allows healthcare facilities to gain the value of GPO participation while retaining purchasing flexibility. While other GPOs require an "over-arching" GPO commitment, Broadlane Access™ GPO allows members to use just the supplier contracts they wish to use. Program participation is simple and discreet. Broadlane Access™ GPO can be used as a primary, secondary, or supplemental GPO.

How is Broadlane Access™ different from other GPOs?

Broadlane offers a range of services that providers need to effectively lower their supply expenses. In addition to Broadlane Access™ GPO, Broadlane also offers a committed purchasing program (Broadlane Focus™) as well as contracting services for larger IDNs that require specific contracts in their contract portfolios. Through the combined strength of its committed purchasing program, aggregate market leverage, and professional contracting resources, Broadlane is able to provide valuable contracts for Broadlane Access™ members.

How does the Broadlane Access™ program benefit its customers?

The most significant customer benefit of Broadlane Access™ is the ability to view Broadlane's entire contract portfolio. As a GPO, Broadlane brings an experienced management team and some of the industry's best contracting resources to:

- Negotiate better pricing
- Predict supply usage
- Review current products and technologies
- Involve customers in contract negotiations and supplier selection
- Audit the value of customer participation

Broadlane Access™ is easy to use. Contract participation is quickly provided through on-line enrollment. Broadlane Access™ offers a unique on-line cost analysis that will allow prospective members to compare their current product costs to the value of Broadlane Access contracts PRIOR to making a membership commitment.

If my organization uses Broadlane Access™, can we still participate in other GPOs?

Yes. Broadlane Access™ does not require members to discontinue participation in other GPOs. In fact, Broadlane Access can offer significant value when used to supplement a facility's participation in another GPO. Facilities are free to use Broadlane Access™ as their primary, secondary, or supplemental GPO. Broadlane Access™ does not share customer information with anyone except business partners (manufacturers, distributors, etc.) to ensure discreet program participation.

How much will it cost for my organization to participate in the Broadlane Access™ program?

There is no cost for a facility to join Broadlane Access™. Like other GPOs, Broadlane's revenues result from administrative fees paid by business partners in exchange for Broadlane's services.

If I use Broadlane Access™, am I committed to use other Broadlane services such as e-commerce?

No. Participation in Broadlane Access™ does not require participants to use any other Broadlane service. Facilities interested in other services offered by Broadlane may participate whether or not they are members of Broadlane Access™ GPO.

If I use Broadlane Access™, will an account manager be calling on me? The Broadlane Access™ program was intentionally designed to allow facilities to manage their own participation. For those facilities that designate Broadlane Access™ as their primary GPO, account management services are provided only upon request.

How do I get more information on Broadlane Access™ or other Broadlane services? You may contact us toll free at 1-866-broadln or e-mail us at info@broadlane.com.

Who is on Broadlane's Management Team?

Broadlane's senior managers have experience in hospital management and understand the issues that providers confront daily.

- Trevor Fetter, Chief Executive Officer and Chairman, previously CFO of Tenet Healthcare
- David Ricker, Chief Operating Officer, previously SVP of Resource Management at Tenet and VP Material Management at Premier GPO
- David McAdam, Chief Communications Officer, previously SVP of Corporate Communications for Tenet Healthcare
- Robert Brada, General Counsel and Head of Human Resources, previously EVP and General Counsel of Metro-Goldwyn-Mayer, Inc.,
- F. Lee Marston, Product Management and Integration, previously was SVP and Chief Information Officer of Owens and Minor
- Tom Sherry, Head of the Sales & Services, previously SVP of Sales and Service at Promedix

Who is on Broadlane's Board of Directors?

- Jeffrey C. Barbakow, Chairman and Chief Executive Officer, Tenet Healthcare Corporation
- Trevor Fetter, Chairman and Chief Executive Officer, Broadlane
- Oliver Goldsmith, M.D., Medical Director and Chairman of the Board, Southern California Permanente Medical Group
- Joe Hummel, Senior Vice President of National Contracting and Purchasing, Kaiser Permanente
- Alan B. Miller, President and Chairman of the Board, Universal Health Systems
- David Perry, President, Chief Executive Officer, Ventro Corporation
- Barry P. Schochet, Vice Chairman, Tenet Healthcare Corporation
- Wayne T. Smith, President and Chief Executive Officer, Community Health Systems, Inc.
- Joe Hummel, Senior Vice President of National Contracting and Purchasing, Kaiser Permanente