



Diverse Supplier Expands Product Lines Through GPOs

About Action Bag

Action Bag has been a HUB/woman owned business diversity supplier of healthcare packaging products since 1980. Its revenue has grown year over year since forming a relationship with **MY GPO** many years ago. Action Bag is based in Bensenville, Illinois and employs 37 people.

Why GPO Involvement is Important

Working with **MY GPO** has grown the reach and market share of Action Bag within the healthcare industry. By working closely with the **MY GPO** contracting team, Action Bag has expanded its product line based on feedback from GPO members. This has led to increased sales and a larger customer base for the company. For more about Action Bag, visit its Website at <http://actionbag.com/>.

Action Bag sees its GPO relationship as vital to its business and future strategic plans. Also, Action Bag knows that its customers, healthcare providers, enjoy the benefits of membership including cost savings through contracted prices. Action Bag recently unveiled tiered pricing which has made even bigger discounts possible for customers who make large volume purchases. Action Bag has also established vast distributor relationships which have further simplified the buying process for members since they only use one purchase order with distributors to buy a variety of products. As a HUB/WBE diversity approved supplier, Action Bag is proud of the role it plays in helping healthcare providers meet their diversity sourcing goals.

The Benefits of GPOs

There are a variety of benefits Action Bag receives from partnering with **MY GPO**. Action Bag has access to the thousands of members who make up **MY GPO** and regularly takes part in marketing efforts to reach those members. Since Action Bag does not have a national sales force, it is able to reach a wide audience through **MY GPO**, saving overhead costs. Action Bag sets goals for continuous improvement based on its past GPO performance.

“Diversity suppliers are the smaller businesses that make up the heart of America,” said Jaimey Wilman, marketing manager at Action Bag. “By joining forces with GPOs, we have a stronger voice at the table and a larger customer reach. It’s a win-win relationship. GPO members have access to a wide breath of products and supplier options and our business has the opportunity to reach a larger customer base and grow our business. At the same time we are providing supplies and services to the healthcare industry, keeping people employed and the American entrepreneurial spirit alive – this is vital especially in our current economic times. “

For more information about Action Bag, please contact Jaimey Wilman at jwilman@actionbag.com.