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GPOs Open Market to Smaller Competitor in U.S. Market

About Belimed Infection Control

Belimed was founded in 1968 in Switzerland. Its entry into United States markets began with washers in 1977 and in 2001 sterilizers were introduced to the U.S. market. The company manufactures high efficiency sterilization and washing equipment for the healthcare and pharmaceutical environments. For more information on Belimed, visit its Website at www.belimed.us.

Why GPO Involvement is Important

To Belimed, being a part of GPOs in the U.S. represented a major growth strategy. Although Belimed is one of only three companies which specialize in washing and sterilization equipment, its primary market strength and brand reputation was established and has its roots in Europe. In the U.S., it currently estimates having a 10 to 12 percent share of the healthcare sterilization and washing equipment market. Trying to efficiently ramp up its U.S.-based business, it turned to GPOs as a way to gain the introductions it needed to accompany its experienced but newly-hired sales force. Belimed appreciated the due diligence that the **MY GPO** contracting team and advisory boards performed before offering the company a contract.

“We were very impressed at the amount of time **MY GPO** spent researching us, finding out about our product quality, our company history and our performance results. The focus was not all on negotiating price,” said John Nies, product marketing manager for Belimed. “Their advisory boards were comprised of healthcare providers who knew the products and asked the right questions before we were qualified to be a part of the **MY GPO** contract portfolio.”

The Benefits of GPOs

For Belimed, being a part of a GPO has complimented its launch into the U.S. market. Its sales force works directly with the **MY GPO** contracting team to identify opportunities. Belimed also relies on **MY GPO** for additional marketing, taking part in group buy promotions and also supplying content on effective sterilization and washing techniques for **MY GPO** newsletters that are sent on a regular basis to members. Since becoming a GPO supplier, Belimed has seen typical growth in sales and revenue of 20

to 24 percent. Since its products are considered capital purchases, being a part of the GPO contract portfolio has helped the company minimize the negative impact of the ongoing global credit crunch. “As a smaller but growing player in the sterilization market, being a part of **MY GPO** has helped us get our foot in the door and have an audience with a lot of hospitals who may not have recognized us before,” Nies said. “These providers now know that as part of **MY GPO**, our products have been evaluated before they were ever allowed to be on contract. It helps these hospitals have faith that they are buying a quality product and it reduces the amount of time they have to spend doing their own research. They can make a decision and get the equipment they need quickly and easily at an affordable price.”

For more information on Belimed, contact John Nies at john.nies@belimed.us.