

Orlando Health



1414 Kuhl Ave
Orlando, FL 32806
407-841-5111

U.S. Geo Market:
Orlando, FL

Website: <http://OrlandoHealth.com>

Key Metrics

Hosp: 9
Beds: 2,556
Admis: 57,398
OPVisits: 489,000
FYE: September
StratCenterID:
49675

Mission Statement

Orlando Health is dedicated to improving the health and quality of life of the individuals and communities we serve.

We work hard to achieve our mission through our values: People, Quality, and Community.

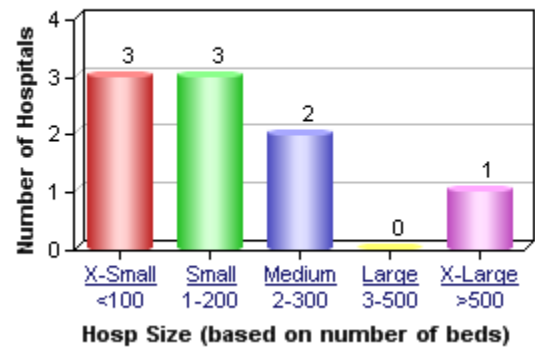
Facilities' Demographics Overview

Top Anchor Facilities

1. Orlando Regional Medical Center, Orlando, FL
2. Winnie Palmer Hosp for Women & Babies, Orlando, FL
3. South Seminole Hosp, Longwood, FL
4. Arnold Palmer Hospital for Children, Orlando, FL
5. Dr P Phillips Hospital (formerly Orlando Reg'l Sand Lake Hosp), Orlando, FL
6. ORMC at Lucerne Pavilion, Orlando, FL
7. St. Cloud Regional Medical Center, Saint Cloud, FL
8. M D Anderson Cancer Center Orlando, Orlando, FL
9. South Lake Hospital, Clermont, FL

Number of Hospitals by BedSize

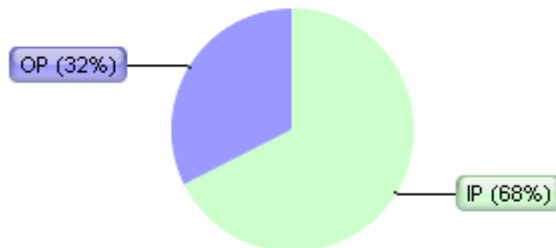
Num Analyzed=9



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System Performance Characteristics & Number of Non-Acute Facilities

Inpatient / Outpatient Revenues
Approximate Revenue Distribution



Facility Type	# Facilities
Diagnostic/Imaging Centers	0
Home Health, Hospice	1
Ambulatory/Outpatient Surgery	1
Medical Offices/Clinics	0
Long-Term Care/ Nursing Home	0
Outpatient Rehab	0
Total # Non-Acute	2

Supply Chain Contact Info, Related Demographics & Key Supply Chain Executives

System GPO(s)

Healthcare Purchasing Alliance

Vendor Credentialing Firm

Self-Managed; Fast-Pass

Centralized Purch Level

Very High (most dept)

Local Contract Compliance

Very High (>80%)

Purch Phone: 321-841-6792 **Fax:** 321-843-6444

Senior SC Exec	S Randolph Hayas
Capital Equip	Mark Albright
Dietary	Paul Vincennie
Lab	Angie Sorensen
Med/Surg	Angie Sorensen
Pharma	Frank Thomas

Centers of Excellence

Trauma Care, Pediatric Care, M D Anderson Cancer

Recent News

- **Jul 23, 2009** - Orlando Health Selects Medeanalytics Patient Access Services
- **Jul 21, 2009** - Orlando Regional Med Cntr Implements Pna Fish Tests To Help Provide Better Care For Patients With Bloodstream Infections
- **Jun 4, 2009** - Ghxcellence Awards Honor Healthcare Providers And Suppliers For Achievements In Supply Chain Performance
- **Apr 27, 2009** - Orlando Health Urges Hospitals To Utilize Analytics And Data Mining For Proactive Rac Preparedness
- **Apr 7, 2009** - Ormc Opens State-Of-The-Art Endovascular Surgery Suite
- **Mar 21, 2009** - Arnold Palmer Hospital Starts New Program
- **Mar 18, 2009** - Arnold Palmer Hospital For Children Appoints Leaders For Pediatric Neuroscience Program
- **Jan 28, 2009** - Orlando-Based Health Initiative Wins Nat'l Award For Hiv Prevention And Continuum Of Care To Individuals

Value Proposition Alignment

1. **Increase Revenues** – how much will it increase our revenues?
2. **Reduce Costs (including price)** – how much lower is your price than “street price”? What other costs of ours will be reduced by using your product?
3. **Better Terms** – Quantify the savings to us from your Terms versus the “street” terms?
4. **Improve Utilization** – How much savings will we see through improved utilization?
5. **Increase Efficiencies** – How much savings will we see through increased efficiencies?
6. **Standardization**– How much savings will we see through improved standardization?
7. **Eliminate Waste / “Green”** – Quantify the amount of waste eliminated and/or any Green effect?
8. **Ease of Conversion**–What is the cost of conversion to your product from a competitor’s product?
9. **Improve Employee Relations & Boost Morale**– How much will our employee relationships improve?
10. **Improve Patient Safety and/or Relations**– How much will our patient relationships improve?
11. **Improve Patient Outcomes** – How much will this improve patient outcomes?
12. **Improve Physician Relations**– How much will our physician relationships improve?
13. **Grow Profitable Market share**– How much market share growth (and in what area) will we experience?
14. **Risk Reduction/Regulatory Compliance** – What is our current exposure?