

Member - Backed Ventures: FAQs

Amplifying growth through diversifying investments and adoption of provider-backed digital solution companies for digital enablement.

Who has access to Member-Backed Ventures?

MBV is available to C-suite leaders in Vizient Member Networks. The MBV target audience captures CEOs, COOs, CFOs and CSOs and executives focused on new and diversified revenue sources.

Why should my organization engage with MBV?

Due to economic constraints and margin pressure, we aim to grow your non-operating revenue through diversified investments grounded in market relevance, diversification, and scalability.

What are the key value propositions of MBV?

- Gain awareness on the health care provider spin-ups or NewCos market within a specific domain of focus (e.g. digital health, ambulatory hub)
- Have an opportunity to invest collectively or individually, co-develop or receive preferred buying options
- Get an inside track to intelligence on who hospital providers have partnered with for NewCo development, what problems they are addressing in the market, and how your organization can partner
- Leverage investment analyses to define entry points and growth opportunities best aligned with your organization's strategic priorities

MBV driving focus areas...

Accelerators / incubators
 Acquisition
 Commercialization / strategic partners
 Deal activity
 Digital health
 Digital procurement / marketplace / implementation
 Digital transformation / innovation
 Diversified revenue
 Growth / early stage
 Investments (direct-, co-, joint-, partner-)
 Multiple revenue streams
 Non-operating revenue
 Private equity (PE)
 Scaled / joint venturing
 Venture fund / equity group

MBV can help members...

“Navigate crowded landscape to outsource strategy and/or solutions.”

“Solve digital transformation challenges and understand what technologies their peers have adopted and where they have invested.”

“Develop a digital strategy with best-in-class solutions to identify the right partners and vendors.”

“Identify optimal investment channels to diversify revenue.”

“Work with a trusted provider group to formalize ideas, co-investment or joint-venture opportunities.”

“Scale developed solutions and connect with interested provider investors.”

“Assess investment readiness to grow non-operating revenue.”

What does MBV cost?

There is no cost to the participants of Vizient Networks Members to access to MBV content.

Available **without cost:**

- VentureSprout podcasts
- Insights & perspectives
- Publications & expert presentations

Available for an **additional fee:**

- Joint Venturing opportunities, assuming readiness is met

What metrics can MBV offer since its inception?

Numbers as of 2021

- \$26M Valuation for Vizient-led member-backed investment
- 11 Active provider investors including Providence, Stanford, ThedaCare
- 14 Engaged member-backed startups or NewCos
- 3 Strategic venture partners

Where can I access existing MBV content?

You can access MBV content on our VentureSprout podcast channel or past webinars including [The New Digital Frontier: Exploring Healthcare Provider Spin-ups and NewCos](#) and [Healthcare Anywhere: Where Providers are Placing Their Bets](#).

What is Vizient's role in any investment or partnerships that result between members and NewCos?

Vizient is providing a forum/platform to create the opportunities for these connections to happen. MBV will not broker or be involved in any transactions that occur from connections made during the experiences.

What if my organization has a spin-up or NewCo, can MBV feature them?

Yes, as health care providers with digital transformation focused spin-ups and NewCos are encouraged to reach out to the MBV team. Subsequent conversations are required to evaluate topic alignment.

If I have additional questions who should I contact?

To learn more, contact the Member – Backed Ventures team at mbv.info@vizientinc.com

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As the nation's largest member-driven health care performance improvement company, Vizient provides solutions and services that empower health care providers to deliver high-value care by aligning cost, quality and market performance. With analytics, advisory services and a robust sourcing portfolio, we help members improve patient outcomes and lower costs.