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**HSCA LAUNCHES NEW WEB PORTAL TO HELP SMALL AND DIVERSE MEDICAL DEVICE SUPPLIERS
BRING INNOVATIVE PRODUCTS TO MARKET**

Portal Will Further Enhance Ability of GPOs to Bring the Best, Most Innovative Products to American Hospitals at the Best Value

Washington, DC (May 2, 2012) – The Healthcare Supply Chain Association (HSCA) today launched a new web portal aimed at helping small and diverse medical device suppliers gain information about the healthcare group purchasing organization (GPO) contract process and helping them bring their products to the marketplace. The HSCA Small Supplier Portal, which is the latest in a series of steps proactively undertaken by GPOs to increase transparency and access, will serve as an additional gateway to GPOs and information on their contracting processes.

“GPOs are committed to delivering the best, most innovative products at the best value to American hospitals, and the Small Supplier Portal is just one more way that GPOs are proactively finding, evaluating and delivering innovative technologies to improve patient care,” said HSCA President Curtis Rooney. “In a competitive landscape often dominated by the largest medical device manufacturers, GPOs help give small and diverse medical device companies the platform and visibility necessary to sell their products and services.”

The HSCA Small Supplier Portal currently features information and access to leading GPOs, including Amerinet, GNYHA Services, Innovatix, MedAssets, Novation, and Premier. GPOs provide suppliers with access to thousands of hospitals across the country, a platform which helps suppliers build market share, create jobs and grow infrastructure and capacity.

“GPOs are constantly searching for ways not only to increase hospital cost savings, but also to improve the purchasing process through increased access and transparency,” added Rooney. “Initiatives like the Small Supplier Portal not only help small suppliers grow, but also increase competition in the medical device market, lower costs for hospitals, and help ensure patients have access to the most innovative and effective treatments.”

Small suppliers can access the portal by visiting www.supplychainassociation.org/portal.

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About the Healthcare Supply Chain Association (HSCA)

The Healthcare Supply Chain Association, formerly the Health Industry Group Purchasing Association, is a broad-based trade association that represents 15 group purchasing organizations, including for-profit

and not-for-profit corporations, purchasing groups, associations, multi-hospital systems and healthcare provider alliances. HSCA's mission is to advocate on behalf of healthcare group purchasing associations, to provide educational opportunities designed to improve efficiencies in the purchase, sale and utilization of all goods and services within the health industry and to promote meaningful dialogue between GPOs. For more information, visit www.supplychainassociation.org.