



August 19, 2010

Shawn Lunney  
VP Sales and Marketing  
GMD  
5727 Baker Way NW, Ste 201  
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Dear HIGPA,

GMD demonstrates its support of group purchasing organizations and the process in which we conduct business for the benefit of healthcare providers across the country.

Group purchasing organizations enable suppliers of all sizes and scope to work with hospitals, health systems and non-acute healthcare providers to meet their objectives of providing the highest levels of quality care at the lowest price.

GPOs offer access to customers that many suppliers would not have been able to reach, based on manpower alone. Lack of a national sales force would leave many suppliers without a national presence. In addition, GPOs serve as intermediaries, defraying additional costs that would normally fall to the supplier in the distribution of supplies.

GPOs help organizations like ours promote not only the features of products and services, they also help educate the value these products and services provide in clinical settings and highlight our efforts to reduce risk and increase safety.

Together, suppliers and GPOs work together as advocates for healthcare providers. As GPOs continue to improve their own operations and solutions, suppliers benefit from growth opportunities – the ability to hire additional staff, expand product lines and reinvest in our business. At the same time, hospitals benefit from improved margins as a result of working with a GPO.

Sincerely,  
Shawn Lunney  
VP Sales and Marketing  
GMD

