


ChangeLabSolutions

A Strategy Worth Its Salt:
Group Purchasing to Supply Lower Sodium Foods & Reduce Food Costs




Recorded on: September 1, 2015


PRESENTERS



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Staff Attorney



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Staff Attorney



ChangeLab Solutions

Healthier communities for all through better *laws and policies.*



Disclaimer

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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GUEST SPEAKERS



RJ Harvey, RDN, LD, CEC
Corporate Executive Chef and Manager of Health & Wellness
Morrison Healthcare



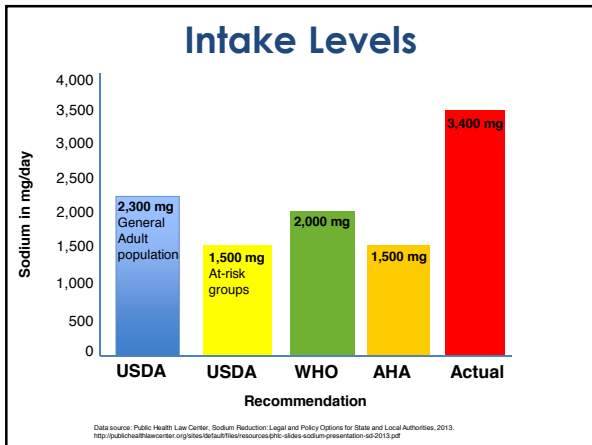
Jason Angel
Program Manager
U.S. Communities Government Purchasing Alliance

AGENDA

- Sodium 101
- A Strategy Worth Its Salt
- Group Purchasing in Practice
- Q & A







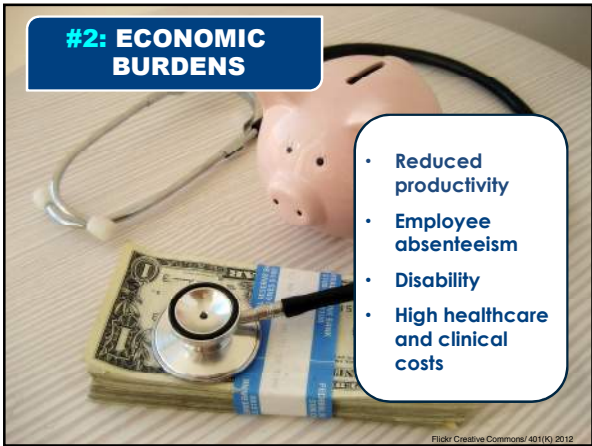
#1: HEALTH RISKS

- Increased blood pressure
- Heart disease
- Stroke
- Kidney disease
- Gastric cancer
- Among other health complications...

The graphic features a background image of a medical blood pressure monitor. A small credit "Flickr Creative Commons/Morgan" is at the bottom.

#2: ECONOMIC BURDENS

- Reduced productivity
- Employee absenteeism
- Disability
- High healthcare and clinical costs



Flickr Creative Commons/ 4911K/ 2012

Cost Concerns:
Real or perceived?



Source: Pictures of Money

Poll:
Have you used Groupon or LivingSocial to purchase a good or service?



Flickr/CC/Dubravko Sotir

GROUPON What are you looking for? New York, NY

Home Local Goods Getaways Clearance Coupons Beat the Heat

Tandem Skydive for One or Two with Optional Video and Pictures from Skydive South Boston (Up to 39% Off)

100% of 220 customers recommend



FROM **\$159**

BUY!

SALES	LOCKED IN	TOTAL SALES
\$249	36%	\$90

BUY AS A GIFT

Limited time remaining!

100% of 220 customers recommend

Over 20 bought

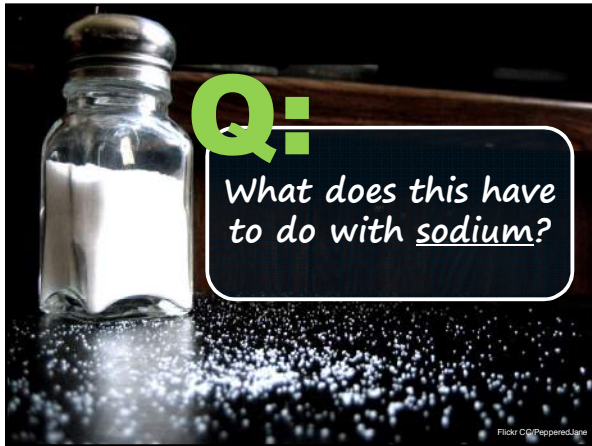
SHARE THIS DEAL

In a Nutshell

Choose from Four Options

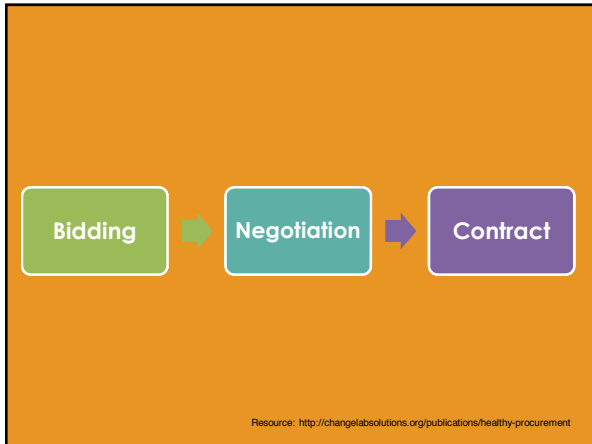
A STRATEGY WORTH ITS SALT.
Group Purchasing











Group Purchasing Organizations (GPOs)

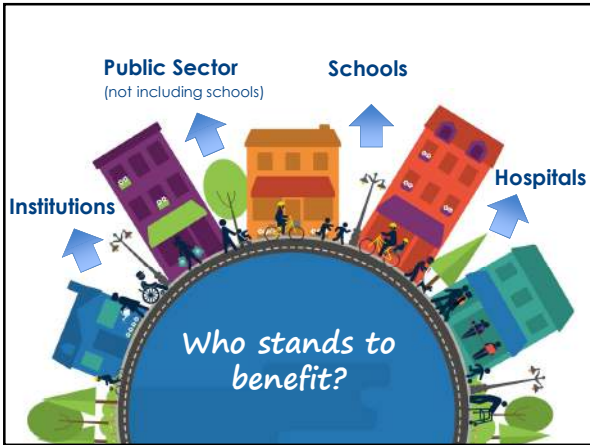
- ✓ Third-party organization
- ✓ Manage bidding process, negotiate, and award contracts
- ✓ *Saves time and money!*

Cooperative Purchasing Agreements

- ✓ 2+ entities *collectively* issue bid package
- ✓ Shared mission, intent, or goals

“Piggyback” Procurements













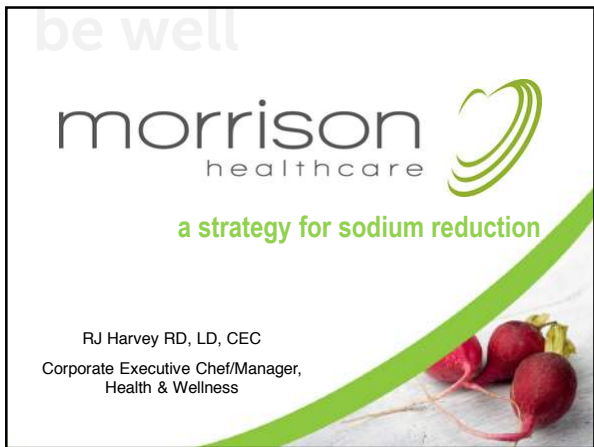












By the Numbers

11th
largest
employer in
the world

200,000
associates
in all 50 states, 10
provinces and two
territories.

COMPASS GROUP

Our Specialties

Chartwells Eat-Learn-Live

conteeff

Euresit

Restaurant Associates

Wolfgang Puck

Foodbuy

bon appétit

morrison

crathall

ESS

chariwells

touchpoint

NOTABLE CLIENTS

GREAT PEOPLE

- Ranked 100th largest employer in 2014
- 2014 Glassdoor Best Places to Work
- 2014 Glassdoor Best Places to Work

WORLD-CLASS SERVICE

- \$22 billion in revenue
- 100% customer satisfaction
- 100% customer satisfaction

PARTNERSHIPS

- 2014 FTSE 100
- 2014 FTSE 100
- 2014 FTSE 100

RESPONSIBILITY

- 2014 FTSE 100
- 2014 FTSE 100
- 2014 FTSE 100

Today's Objectives

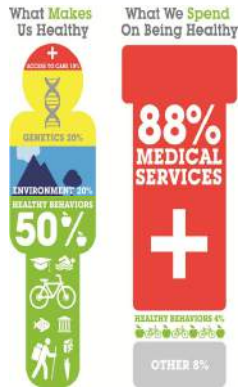
WHY?

Why should a healthcare foodservice organization support healthy eating initiatives, particularly related to sodium reduction?

HOW? WHAT?

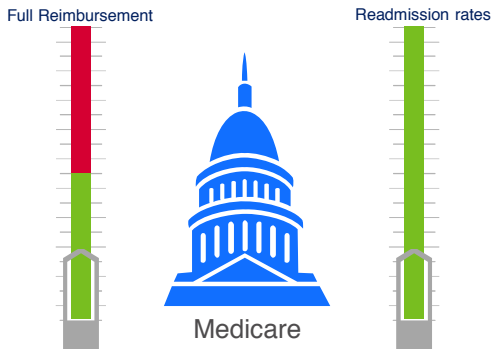
How can a supportive procurement partner make a difference? What roll do large food services companies play in supply chain?

Moving from... SICK CARE to HEALTH CARE



• Lots to Lose: How America's Health and Obesity Crisis Threatens our Economic Future.
• Bipartisan Policy Center.
• (June 2012).

Healthy Food Is Good Business



Wellness: What makes us different?

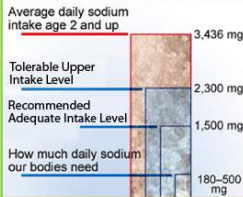


Mindful 8⁺ Wellness Commitments

- Healthy Retail Menu
- Food Preparation
- Nutrition Labeling
- Healthy Food Marketing
- Healthy Registers
- Healthy Beverages
- Great Living™ Patient Menu
- Sustainability

The Salty Truth...

Sodium Facts, United States



Decreasing sodium intake could prevent thousands of deaths annually.[^]

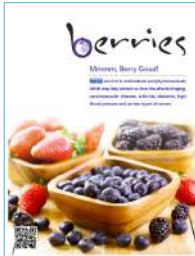
[^]Because nearly 400,000 deaths each year are attributed to high blood pressure.

Consumers Will Not Sacrifice Flavor for Nutrition!



- ✓ [Create Tastes Memories](#)
- ✓ Entice Consumers with Flavorful Options
- ✓ Incremental Change
- ✓ Utilize SIMPLE Culinary Techniques

What Does Wellness Look Like?



- Entice
- Excite
- Educate
- Promote
- Sell



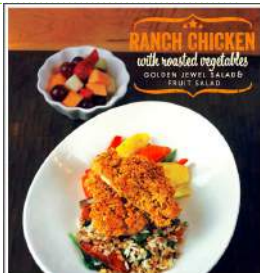
How Do We Define Wellness in a Meal?

Nutrient Profile

- ≤600 Calories
- ≤10% Saturated Fat
- ≤720 mg Sodium

Food Profile

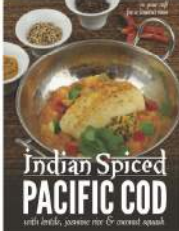
- 2 oz. lean meat, poultry, fish, or alt.
- ½ cup fruit
- ¾ cup non-fried vegetables
- 2 oz. whole grain



\$5.99 For with a 16.9oz bottled water



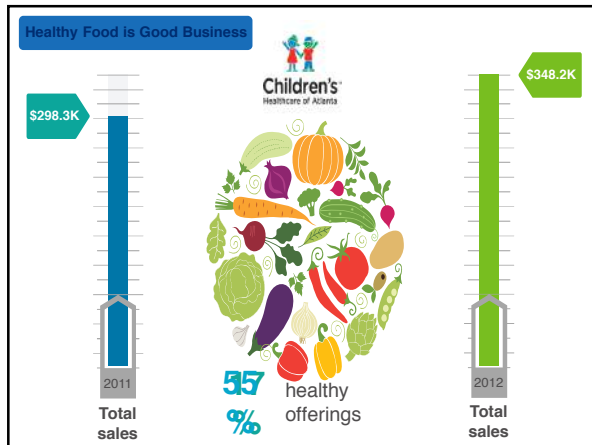
Global Flavors!



Play to your strengths...

fresh, good, not-yet-grilled
Kaiser Permanente
We only source healthy fats and have eliminated trans-fats from the foods that we serve.

fresh fruits and vegetables offered daily
Kaiser Permanente



The question is...

How can your purchasing partner help make a difference?
Key attributes?

Know Each Other's "Playbook"



GPO Playbook



We exist to provide the best **supply chain solutions** in our industry.



We are optimistic, flexible resourceful and transparent.



We deliver custom supply chain and procurement solutions.



- ✓ Most cost competitive buyer in the industry.
- ✓ Providing solutions that are customized and transparent.
- ✓ Easy to do business with.



What's most important right now?

Rallying Cry

Refine and implement changes to the Foodbuy business model.

Reason for Doing This

To drive sustainable growth and improved performance for all stakeholders so we lead the industry.

Defining Objectives

- ✓ Define customers' strategic needs.
- ✓ Create commercial terms that meet needs.
- ✓ Maximize partner logistics and capabilities.
- ✓ Deconstruct our current processes and systems in order to radically simplify.
- ✓ Enable Member conversion model.

Food Philosophy



alive with flavor authenticity healthy local



Identify and Support Key Partnerships



Engage Business Partners/Manufacturers



be well

Thank you!



Cooperative Purchasing Solutions

Competitively solicited by lead public agencies

www.uscommunities.org



"We support public agencies' ability to deliver quality services by linking private sector expertise and a competitive marketplace for public benefit."

www.uscommunities.org

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National Cooperative Purchasing Program

- No cost to use; no commitments or minimum order requirements
- Operates on the same principles as local and regional cooperatives
- National structure for public agencies to aggregate collective purchasing power – over 55,000 agencies registered
- Improves the overall effectiveness of the purchasing processes
- Nonprofit organization: partnership dedicated to establishing solutions to save time and money
- Dedicated team of field and administrative professionals to ensure supplier performance and public agency benefit

www.uscommunities.org

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Why Use U.S. Communities?

SAVINGS	EFFICIENCY	VALUE
FREE! No cost or commitment to participate	Reduce time and resources for contract solicitation	Regional Program Manager is your dedicated support resource
An impartial lead public agency competitively solicits, evaluates and awards all contracts	Contract validation documentation and analysis is handled by the supplier	Independent audits and quarterly supplier reviews ensures compliance
Supplier commitment to provide the lowest overall public agency pricing	Transparent process to protect your ethical, legal and financial interests	Webinars and training, green solutions, rebate programs, local purchasing options and more

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Presence and Credibility

National Association of Counties (NACo)

Association of School Business Officials International (ASBO)

National League of Cities (NLC)

United States Conference of Mayors (USCM)

**State Sponsors:
Over 90 State Sponsors Nationally**

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Advisory Board

Professional Oversight: Advisory Board of well-respected public procurement professionals to ensure responsible and ethical best practices

Auburn University, AL City of Chicago, IL City and County of Denver, CO City of Houston, TX City of Kansas City, MO City of Los Angeles, CA City of Ocean City, NJ City of San Antonio, TX City of Seattle, WA Cobb County, GA Denver Public Schools, CO Emory University, GA Fairfax County, VA Fresno Unified School District, CA Great Valley School District, PA	Harford County Public Schools, MD Hennepin County, MN Los Angeles County, CA Maricopa County, AZ Miami-Dade County, FL Nassau BOCES, NY North Carolina State University, NC Onondaga County, NY Port of Portland, OR Prince William County Schools, VA Salem-Keizer School District, OR San Diego Unified School District, CA State of Iowa The School District of Collier County, FL
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Advisory Board Program Purchased Over **\$168 Million** in 2014

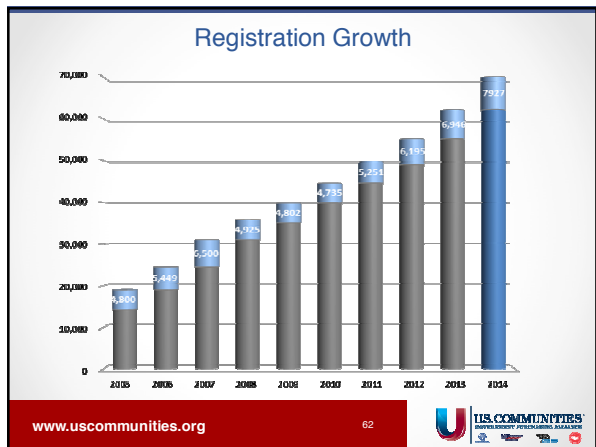
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Eligible Agencies

- Cities
- Counties
- Special Districts
- K-12 (Public or Private)
- Universities and Colleges (Public or Private)
- Nonprofit Organizations
- State Agencies

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Accountability and Transparency

- Lead Public Agencies to ensure open and competitive solicitation process
- Supplier audits and verification to ensure pricing integrity and public agency benefit
- Strict contract compliance and supplier commitments to ensure public agencies interests are served
- Integrity of procurement standards
- Founded and owned by our distinguished sponsors
- Oversight from national advisory board of purchasing professionals
- Innovative resources: online shopping portal, educational webinars and trainings

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Solicitation Process: Lead Public Agency Model

- Solicitations are run by a Lead Public Agency (LPA)
 - ❖ The RFP or ITB is issued by the LPA and posted online
 - ❖ National evaluation team - public procurement officials from 3 to 5 public agencies across the country
- Evaluation is performed and award is made
- Contracts are held and managed day to day by LPA
 - All RFP/ITB and Contract documents are available on www.uscommunities.org
 - LPA's are available for questions about solicitation



Solutions

- Focus on providing full solutions to public agencies
- Contracts include ability to purchase products and services accompanying them

- ✕ Facilities
- 🏢 Office & School
- ⬆️ Specialty
- 💻 Technology



E-COMMERCE MARKETPLACE

Solutions

PRO	SUPPLY	Graybar	PREMIER	PREMIER US	PREMIER
CINTAS	DBS	APPLIED	PREMIER US	ServiceWear	Advanced
EMPIREVIEW	APPLIED	CenterTime	ACRO	VANGUARD	KRONOS
Graybar	KONE	KROHNS	Autoserv History	Tradition Energy	KOMPANT
HermanMiller	Knoll	HAWORTH	Autoserv History	Tradition Energy	KOMPANT
SupplyWorks	Hertz	DITSOLUTIONS	Autoserv History	Tradition Energy	KOMPANT
			TAPCO	Insight	

www.uscommunities.org 66 US COMMUNITIES logo



- Free to U.S. Communities participants
- Single source login for access to multiple suppliers
- Immediate visibility into products and pricing
- Ability to make purchases with p-card or credit card
- Provides comprehensive reporting
- Eliminates paper entirely – your green procurement solution

www.uscommunities.org/shop

www.uscommunities.org 67 

How to Participate

www.uscommunities.org/register

1. **REGISTER NOW**
2. Complete registration information
3. Can register more than one dept. and buyer
4. Registration enables agency to use program and to be automatically notified of new contracts and solutions

Already a customer of a supplier partner? Never worked with a company?


<ul style="list-style-type: none"> ✓ Work directly with your current representative and request "best U.S. Communities member pricing". ✓ Pay exactly as you always have. 	<ul style="list-style-type: none"> ✓ Work with Program Manager to connect with sales representative. ✓ Set up an account and pay the company directly.
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Program Information

www.uscommunities.org

- Register online
- Authorizing legal statutes
- Frequently asked questions (FAQ) sheet
- Documentation: original solicitation and contract
- References: Advisory Board members, state sponsors
- Supplier links, product information & contact information
- Participant login page

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Contact Information

www.uscommunities.org

Jason Angel, Program Manager

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- Cell: 415-328-8109
- jangel@uscommunities.org

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RESOURCES

For articles, case studies, and reports on the health impact of reduced sodium consumption, as well as business strategies for using group purchasing to obtain reduced-sodium foods, visit and download our resources handout:

<http://bit.ly/1N7Bc3A>



Questions?

Creative Commons Flickr: PepperedJane

ChangeLabSolutions

Thank you!

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changelabsolutions.org
