

Increasing MBEs in High-Priority Zip Codes Case Study

At a glance

A large, multi-site health system in the Midwest engaged The Exeter Group to develop its Supplier Diversity Strategy, and increase its number of minority-owned businesses. Exeter also was engaged to identify and vet prospective minority-owned businesses in the community from high-priority zip codes.

The Engagement

- Worked with supply chain to show value of MBEs across categories
- Developed an external communications strategy to convey contracting opportunities
- Vetted prospective MBEs for capabilities and scalability

The Challenge

Exeter completed the baseline supplier diversity spend analysis and identified barriers for diverse suppliers in policies and processes. We also identified internal barriers for MBE inclusion in bid solicitation. For example, the system required a vendor to serve the entire system to be considered. In addition, there was no portal for prospective businesses to be aware of contract opportunities.

Solutions

Solution One

1

Exeter worked with system leadership to revise and/or develop supplier diversity policies and processes to make them more equitable and inclusive. Specifically, we designed a vendor portal on the website, created a communications strategy to target local MBEs, and hosted workshops to connect supply chain leaders with the community (e.g., chambers, MBEs, faith-based organizations).

Solution Two

2

We also provided supplier diversity implicit bias training to contract owners to increase engagement and alignment with the supplier diversity strategy.

The Results

These initiatives resulted in quantifiable supplier diversity improvements in spend with diverse suppliers and impact on the community the system served. We identified and vetted additional MBEs across multiple categories. In addition, Exeter helped increase local MBE spend and impact in high-priority zip codes.

The Client

Integrated healthcare system in the Midwest

 **12,000+**
Employees

 **5**
Locations

 **130**
Sites of care



 Healthcare EXCELErators

 www.exetergroup.net

 Chicago, IL