

CASE STUDY

From Off-Contract Risk to a Protected GPO Contract

How OSP Advisors helped a physician-owned, early-stage biologics company win a GPO award and grow 40% in its first year on contract.

40%

GPO business growth, year one

10 months

Time to contract award

\$8 million

Off-contract spend protected

01 THE CHALLENGE

Two issues made a GPO contract look out of reach: **physician ownership**, typically a non-starter for GPOs, and **significant off-contract spend** that made the company a likely target for review. Without a contract, it risked removal from the hospital system and the accounts it had built.

02 THE STRATEGY

Rather than chase a broad contract the ownership structure would block, OSP Advisors worked with the GPO to establish a new contract category built around the product, one it could qualify for and compete in.

03 WHAT WE DID

- 1 Reached the decision-makers** who owned the relevant GPO category.
- 2 Established a new category** with the GPO, built around the product's clinical use.
- 3 Framed the competitive value** with field knowledge of competing products.
- 4 Built the cross-reference** tying existing off-contract spend to the new category.
- 5 Packaged it with clinical evidence** in one submission, navigating physician ownership with care.

THE RESULTS



Access secured

No longer at risk of removal from the hospital system.



Business protected

Existing accounts kept, avoiding the harm lost access would cause.



Growth unlocked

40% growth within the GPO in the first year on contract.

Why GPO & IDN Contracts Stall

For early-stage ortho, spine and biologics companies, contracting is the longest, least predictable step in market access. Clinical evidence alone rarely speeds it up. Most delays trace back to four gaps.



Wrong door

Pitching whoever answers, not the category manager or value analysis lead who owns the decision.



Wrong category

Submitting without knowing how contracts are classified, and landing in a crowded or ill-fitting category.



Weak positioning

No field-level view of how the product competes against incumbents already on contract.

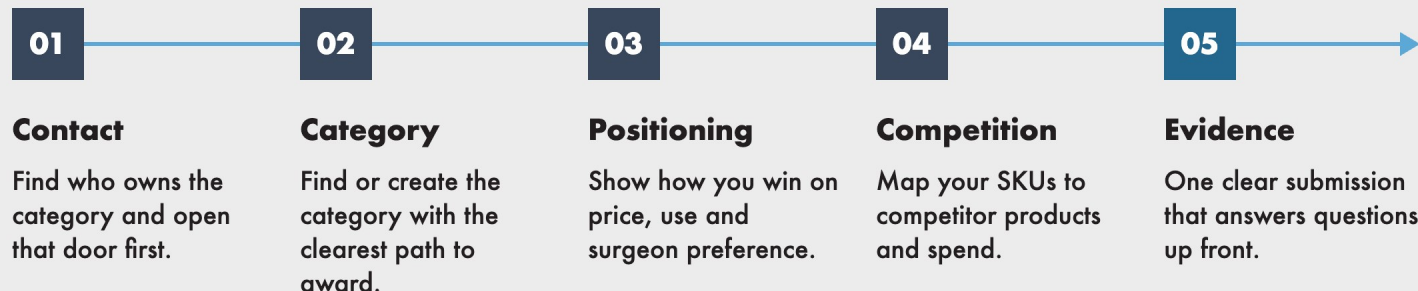


Unreliable cross-reference

Contracting teams can't map the product to existing spend, so the review stalls.

Our Approach: Five Steps to a Faster Award

Each step removes a common source of delay, for a **shorter contract cycle**.



We were at risk of losing accounts we'd spent years building. OSP Advisors worked with the GPO to establish a new category for our product that didn't previously exist.

CEO, EARLY-STAGE BIOLOGICS COMPANY (NAME AVAILABLE UPON REQUEST)

Facing a GPO or IDN Review?

Let's map the fastest path to your contract. mtincubator.com

Josh Sandberg

josh@mtincubator.com

Jeff Wertz

jwertz@mtincubator.com

START TODAY