

— CASE STUDY

From Commodity Product to an HCA National Contract

Clinical parity

Clinically equivalent products in a crowded, look-alike category

Minimal spend

No large sales force or marketing budget required

National contract

HCA Healthcare purchasing contract, from acute care to ASCs

How Medtech Incubator, through its **OPTIC** services and **OSP Advisors**, helped a confidential bone biologics company win an HCA Healthcare national purchasing contract with little to no spend, then carry that win from acute care hospitals into HCA's ambulatory surgery centers.

01 THE CHALLENGE

A clinically proven bone biologics portfolio, sold into a crowded category where products look alike on paper. Three obstacles stood between the client and a national HCA agreement: **no clinical differentiation** to lead with, **entrenched, better-funded competitors**, and a **limited budget** for field coverage or price concessions.

02 THE STRATEGY

Instead of competing on clinical claims, OSP Advisors repositioned the portfolio around how the product reaches the hospital: **clinically equivalent products, delivered through a leaner operating model, at a lower total cost** to the facility.

03 WHAT WE DID

CONTACT	Reached the HCA stakeholder who owned the category.
CATEGORY	Chose the contract path with the clearest route to award.
POSITIONING	Built one value proposition for supply chain and clinicians.
COMPETITION	Mapped the portfolio against incumbents on cost and delivery.
EVIDENCE	Delivered one submission that answered both audiences.

THE RESULTS



Access secured

A national HCA contract put the portfolio on the approved path.



Adoption started

Surgeons could adopt an equivalent product without friction.



Growth unlocked in ASCs

The acute care win set up expansion into HCA's ASCs.

ONE MESSAGE, TWO AUDIENCES

Clinically equivalent products, delivered through a leaner operating model, at a lower total cost to the facility.

SUPPLY CHAIN HEARD

Lower cost and a simpler delivery model, with SG&A layers removed.

CLINICIANS HEARD

Products clinically equivalent to the ones they already trust.

Why It Worked

The right door, opened first. One stakeholder who owned the decision beat broad field coverage.

Built with the customer. Shaping the offer alongside the stakeholder answered HCA's real priorities.

Operations beat a clinical tie. When products are equivalent, the cost to deliver them decides.

Savings that don't erode margin. Cutting SG&A allowed better pricing that stayed profitable.

One win that compounds. The acute care contract became the foundation for ASC expansion.

From Award to ASCs

National contract

~12 months from first meeting

Acute care hospitals

Approved path across the system

Ambulatory surgery centers

Tighter margins make the savings count more



Margin protected. Savings came from a leaner SG&A structure, not deep discounting.

Five Steps to a National Award

01 Contact

Reached the HCA stakeholder who owned the category.

02 Category

Chose the contract path with the clearest route to award.

03 Positioning

Framed savings and equivalence for each audience.

04 Competition

Matched incumbents clinically and beat them on cost.

05 Evidence

Put equivalence and savings into one submission.

Competing in a Commodity Category?

Let's find the value proposition that gets you on contract.

START TODAY