

ION Solutions: Introduction & Overview

Introduction to ION Solutions

What is most important when working with a GPO?



Demonstrated brand growth throughout contract performance, brand awareness and business intelligence



A true partnership model that has all parties' interests in mind: Patients, providers, manufacturers and GPO



Strong market share in terms of size, volume and breadth



Clear mission to keep care in the community



Value-added services beyond pure-play GPO contracting



Core Offerings



GPO CONTRACTING



**MARKETING
SERVICES**



**ANALYTICS &
INFORMATICS**



ADVOCACY

Areas of Expertise



LIVE & VIRTUAL
EVENTS



DIGITAL
COMMUNICATIONS



PRINT
PUBLICATIONS



PACKAGES &
CAMPAIGNS

AWARENESS

EDUCATION

INTERACTION

Full Suite of Services

	AWARENESS	EDUCATION	INTERACTION
Live and Virtual Events	<ul style="list-style-type: none">• Meeting Signage Sponsorship• Meeting Registration Sponsorship• Network Sponsorship• Meeting App Advertisement	<ul style="list-style-type: none">• Podium Presentation• Video Vignettes• Webcasts• Meeting App Content• Chair Drop / Room Drop	<ul style="list-style-type: none">• Display & Attendance• Insight Programs• Pre-Day Ad boards• Real-Time ARS• Behind-the-Glass• Virtual Ad Boards• Meeting App Surveys• IPPs• Emerging Perspectives• Community-Based Evidence• 1-on-1 Digital Education
Digital Communications	<ul style="list-style-type: none">• Web Banners• Nucleus Inventory Advertising• PatientPoint PracticeWire	<ul style="list-style-type: none">• ION Informs / Specialty Spotlight• Insight Driven Education• Podcasts• PatientPoint IXR• Product Portals• Precision Medicine Center	<ul style="list-style-type: none">• Membership Surveys• Site Alert E-mail Campaign
Print Publications	<ul style="list-style-type: none">• Oncologistics Advertisements• FCS Advertisements• Oncology Supply Product Catalog• Patient Magazine Advertisements	<ul style="list-style-type: none">• Industry Insight Article• Drug Review Article• Direct Mailing• SAM Drop• Package Inserts	

Live Events & Personal Communications

AWARENESS

- > Meeting Signage Sponsorship
- > Meeting Registration Sponsorship
- > Network Sponsorship
- > Meeting App Advertisement

EDUCATION

- > Podium Presentation
- > Video Vignettes
- > Webcasts
- > Meeting App Content
- > Chair Drop / Room Drop

INTERACTION

- > Display & Attendance
- > Insight Programs
- > Pre-Day Ad boards
- > Real-Time ARS
- > Behind-the-Glass
- > Virtual Ad Boards
- > Meeting App Surveys
- > IPPs
- > Emerging Perspectives
- > Community-Based Evidence
- > 1-on-1 Digital Education

Digital Communications

AWARENESS

- > Web Banner Ads
- > Nucleus Inventory Advertising
- > PatientPoint PracticeWire

EDUCATION

- > ION Informs
- > Specialty Spotlight
- > Now Approved
- > Insight Driven Education
- > Podcasts
- > PatientPoint IXR
- > Product Portals
- > Precision Medicine Site

INTERACTION

- > Membership Surveys
- > Site Alert E-mail Campaign
- > Meeting Minutes

Print Publications

AWARENESS

- > Oncologistics Advertisements
- > FCS Advertisements
- > Oncology Supply Product Catalogue
- > Patient Magazine Advertisements

EDUCATION

- > Industry Insight
- > Drug Review
- > Direct Mail
- > SAM Drop
- > Package Inserts

Contact Us

For more information on how to best partner with ION Solutions for GPO contracting and services, please contact Aaron Denning, Vice President of Corporate Services at aaron.denning@iononline.com.





Creating healthier futures
by empowering community
oncology practices to keep
care where it works best-
close to home.