

## CASE STUDY

# SSM Health's Enhanced Supplier Diversity Initiative

 SSMHealth.

Client: SSM Health



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**Objective:** Increase procurement spend with diverse suppliers by certifying uncertified suppliers quickly, easily, and cost-effectively.



## Background

A supplier diversity program is a proactive business strategy that encourages the use of suppliers from diverse backgrounds, including minority-owned, women-owned, veteran-owned, and disabled-owned businesses. These programs aim to create a more inclusive supply chain, drive innovation, and contribute to economic growth in underrepresented communities.



## Challenge

Despite its robust supplier diversity program, SSM Health faced a significant challenge: Many of its top suppliers needed to be certified as diverse. Certification is crucial as it validates suppliers' diversity status and enables them to be counted towards the organization's diversity spending goals. The traditional certification process, however, can be time-consuming and costly, creating a barrier for many suppliers.





## Solution: Enhanced Digital Certification

To address this challenge, SSM Health partnered with SupplierGateway to leverage SupplierGateway's Enhanced Digital Certification (EDC) program. This innovative solution offers a streamlined, affordable, and digital certification process designed to help suppliers achieve certification quickly and easily.

### Key Features of SupplierGateway's Enhanced Digital Certification:



**Speed:** The EDC process significantly reduces the time required for certification, allowing suppliers to become certified in a fraction of the time compared to traditional methods.



**Cost-Effectiveness:** The EDC program is designed to be affordable, removing financial barriers that might prevent suppliers from seeking certification.



**Simplicity:** The certification process's digital nature ensures ease of use, making it accessible even to suppliers with limited resources.



## Implementation

SSM Health decided to sponsor the Enhanced Digital Certification for their top suppliers by spend. This sponsorship covered certification costs, ensuring these critical suppliers could achieve certification without financial burden. Supplier Gateway supported this initiative by managing the certification process and conducting targeted email communications to keep suppliers informed and engaged.





## Results

The initiative yielded remarkable results. SSM Health increased its diversity spending by an impressive 260% simply by certifying its top suppliers. This significant increase helped SSM Health meet diversity goals and demonstrated the value of streamlined certification processes in promoting supplier diversity.



## Conclusion

SSM Health's strategic approach to enhancing its supplier diversity program by sponsoring SupplierGateway's Enhanced Digital Certification proved highly effective. The initiative facilitated quick, easy, and cost-effective certification of key suppliers, leading to a substantial increase in diversity spend. This case study underscores the importance of innovative solutions like Enhanced Digital Certification in overcoming barriers to supplier diversity and achieving meaningful results.

