



HEALTHTRUST EUROPE™

## Supplier Marketing Guidelines



| Purchasing Power for Healthcare |

Confidential – Do Not Distribute or Share Content



## Guidelines for Developing Marketing Materials and Press Releases

Suppliers are required to obtain approval from HealthTrust Europe before referencing HealthTrust Europe in any marketing and communication activity or using the HealthTrust Europe logo in any way. For example, issuing a contract award announcement.

Below are guidelines that suppliers should use when developing materials that promote the products and services and/or relationship they have with HealthTrust Europe.

The initial and main point of contact for review of these materials is always the point of contact that has been assigned by HealthTrust Europe's Contracting team to work with that supplier.

### What information is needed from suppliers?

Suppliers are asked to provide their HealthTrust Europe Contracting team contact with the following information that can be passed on to the Marketing, Communications and PR team as part of the HealthTrust Europe review processes outlined below:

- How the piece will be used/ and method of distribution (i.e., mailed, in-person at HealthTrust Europe member facilities).
- Who the audience is (i.e., what segment of the HealthTrust Europe membership).
- Date of distribution or mailing.

## Review Processes

### Supplier Sales Collateral/Promotions:

The supplier's designated HealthTrust Europe Contracting team member will perform the first review to ensure that the information is correct and that only "on- contract" products and services are featured. The team member will also obtain a legal and marketing review and communicate any necessary changes to suppliers. Any revisions by the supplier following that communication must be sent back to HealthTrust Europe for final approval.

### Press Releases:

The supplier's designated point of contact within the HealthTrust Europe Contracting team will provide the first level of review to ensure that the information is correct and that only contracted products and services are featured. They will then obtain internal legal, marketing and corporate communications reviews and communicate any necessary changes to suppliers. Any revisions by the supplier following that communication must be sent back to HealthTrust Europe for final approval. Because of the number of reviews required, there is no "rush" process. Please allow a minimum of four business days for press release approval.



### Appropriate Language:

- Materials should use only HealthTrust Europe in the text, or “HTE” as long as it is explained in the first instance, i.e. “HealthTrust Europe (HTE)”.
- Language cannot imply that HealthTrust Europe endorses or supports any product/service claims the supplier is making.
- Do not include any quotations from HealthTrust Europe personnel.
- Language should be factual and free of superlative statements such as “world’s best” or “industry-leading”.
- If a study or research is used, the material must be footnoted or referenced.
- Listing a contract’s effective date is permitted, but not its expiration date or length of the agreement.
- Avoid use of “free” in sales promotions.

### Use of the HealthTrust Europe Logo

The HealthTrust Europe name and/or logo are not permitted to be used unless the marketing approval process and guidelines are followed.

Placement of the HealthTrust Europe logo in the bottom corner of a marketing piece is encouraged (marketing slides only; not press releases) so members can easily recognise the promotion is from a supplier contracted with HealthTrust Europe.

The brand mark must be visible and appropriate in size. The brand mark (HealthTrust Europe globe) should be a minimum of 0.5” wide with a minimum clearance of 0.5” on all sides. Maintain this spacing between the logo and any other artwork or copy.

The full-color logo should only be used on a light -colored, solid background. It should not be placed over a full-color image.

Need the HealthTrust Europe logo? Email [marketing@htepg.com](mailto:marketing@htepg.com)

- The logo may not be altered or distorted in any way.
- Use the horizontal or stacked version of the HealthTrust Europe logo shown below. Please discard any older versions of the logo that you might have on file.
- For online use of collateral or a supplier website, a “jpg” format works well.
- For collateral that will be professionally printed, an “eps” format of the logo will likely be needed.

Samples of the “horizontal” (left) and “stacked” (right) HealthTrust Europe logos:



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Questions? Supplier co-operation and assistance in working within these guidelines is appreciated. Please email [marketing@htepg.com](mailto:marketing@htepg.com)