

Optimizing Healthcare Member Onboarding Through Strategic Collaboration

Overview

To strengthen financial outcomes for a healthcare Member preparing for Go-Live, Foodbuy implemented a new onboarding model that aligned Account Management, Culinary Solutions, and the Broadliner earlier in the process. This collaborative approach materially improved order-guide accuracy, accelerated product conversions, and delivered savings beyond initial projections.

Member Profile

- Large acute care hospital system (5 hospitals in the Midwest)
- Member of a national healthcare GPO
- Approximately \$18M in annual spend
- Transitioned from a legacy foodservice model to Foodbuy

The Challenge

The existing onboarding model engaged Culinary Solutions too late to meaningfully influence product decisions. Additionally, while the Broadliner ultimately owns and maintains the Member's order guide, Foodbuy needed a mechanism to shape item selection early enough to impact savings and compliance at launch.

The Solution

- **Early Cross-Functional Engagement:** Foodbuy brought Culinary Solutions into the 90-day pre-Go-Live window, establishing a unified strategy well before purchasing began.
- **Order Guide Influence Model:**
 - Foodbuy Account Management created a comprehensive Foodbuy's Preferred Item Order Guide for the Member.
 - Although the Broadliner owns the final order guide, this Foodbuy guide served as the foundation the Broadliner incorporated into their system.
 - This ensured alignment on preferred products, pricing, and contracting from day one.
- **Culinary-Driven Optimization:** Culinary expertise guided key product conversions to increase savings and strengthen operational fit.

The Results

46% → 63%
Contract Utilization

90%
Product Acceptance Rate

\$417K+
Initial Savings

+\$210K
Additional Savings



Savings Exceeded Initial Market Basket Projections

Early influence on the order guide allowed Foodbuy and Culinary to secure additional cost reductions before launch.



Higher Go-Live Readiness

The Member entered Go-Live with a clean, accurate, and optimized order guide aligned to contracted, cost-effective items.



Improved Cross-Functional Partnership

This initiative demonstrated the value of collaboration between the Member, Foodbuy, and the Broadliner, establishing a repeatable onboarding model.

Engaging Culinary Solutions early and using Foodbuy's Preferred Item Order Guide to influence the Broadliner's final order guide creates a more controlled, strategic onboarding process. This model strengthens compliance, improves financial outcomes, and enhances Member experience—positioning Foodbuy as a proactive partner in value creation.