



ENGAGEMENT SESSIONS

FOR OUR VENDOR SPONSORS

We are excited to have you at our chapter conference. The following guide is designed to help you prepare for the strategic partner sessions, which are focused on fostering collaborative discussions with Infection Prevention (IP) leaders from San Diego's health systems. Our goal is to connect your solutions with their most pressing needs.

Key Discussion Themes

Discuss how your products and services intersect with these critical areas for Infection Prevention:

- **Value Analysis & ROI:** Be ready to explain how your product provides clear clinical and financial value. Articulate its impact on patient safety outcomes and demonstrate a strong return on investment beyond the initial cost.
- **Product Adoption & Implementation:** Discuss your plan for seamless integration into hospital workflows. How do you partner with IP and staff to ensure effective training, compliance, and successful long-term adoption?
- **Sustainability Goals:** Highlight how your products and company practices align with healthcare sustainability initiatives. Be prepared to discuss reduced waste, eco-friendly materials, and smaller environmental footprints.
- **Solving Infection Control Challenges:** Address how your innovations solve specific problems faced by IP teams, such as managing multi-drug resistant organisms (MDROs), enhancing disinfection protocols, or improving surveillance.

Tips for a Successful Session

- **Get to know them:** Understand the participating health systems and their priorities.
- **Collaborate, Don't Pitch:** Frame the conversation around partnership and problem-solving.
- **Be Data-Driven:** Support your claims with clear, concise evidence and case studies.
- **Listen Actively:** Use this as an opportunity to learn about their specific challenges, goals, and any insights to how each health system works with vendors. ;)

Open discussion sessions will be held in the Fireside Room

9:55 to 10:55	STRATEGIC PARTNER ENGAGEMENT SESSION: Scripps Health & VA
10:55 to 11:55	STRATEGIC PARTNER ENGAGEMENT SESSION: UCSD Health & Sharp
1:15 to 2:15	STRATEGIC PARTNER ENGAGEMENT SESSION: Kaiser & Palomar Health