

COUPA FOR HEALTH CARE

PAINFUL REALITIES IN THE HEALTHCARE ENVIRONMENT

Everyone agrees that healthcare costs are out of control, yet there's no easy answer for the healthcare organizations delivering care or their partners. Today's healthcare environment is marked by change and uncertainty:

- **Regulatory uncertainty:** The Affordable Care Act (aka Obamacare) is just the latest in a string of legislative and regulatory changes for healthcare. Healthcare providers are struggling to put new regulations in place and understand their technology and cost implications.
- **Reimbursement changes:** Federal funding to healthcare providers is in flux and reimbursement models are under scrutiny. Even financial support for graduate medical education is uncertain.
- **Demographic trends:** As the baby boomers enter their golden years, they expect an escalating level of care that will continue to strain cost and payments structures.

To address these trends, healthcare organizations and their partners have to find ways to do more with less, without sacrificing quality of care. If you cannot increase reimbursements and other inflows, you must reduce costs of care – and indirect spend is a great place to look for savings.

WHY IT'S HARD TO STOP THE BLEEDING

Healthcare organizations manage enormous purchasing budgets, from medical supplies supporting patient care to facility maintenance to technology. With the growing emphasis on using electronic medical records and computerized physician order entry (CPOE) systems, technology now consumes a growing part of the healthcare budget.

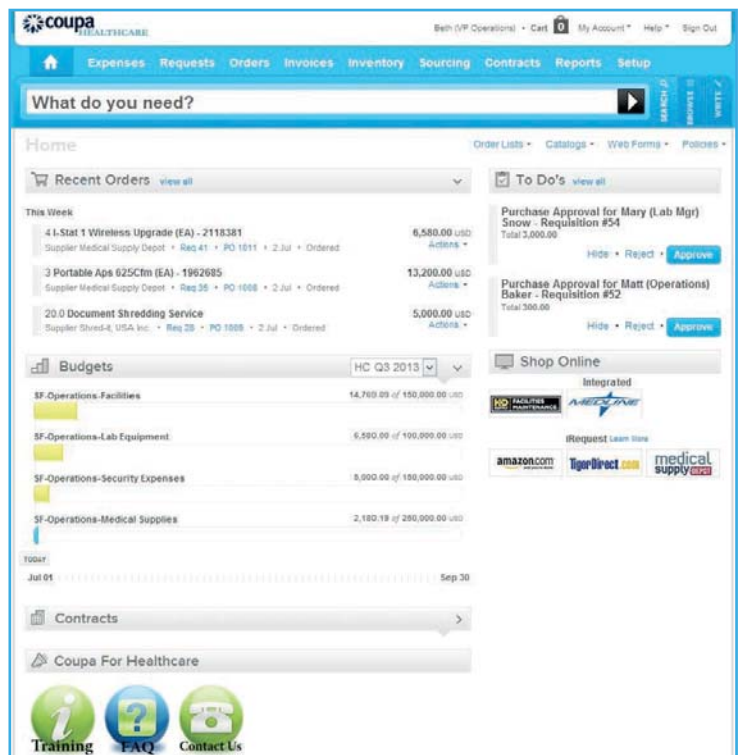
Existing purchasing processes are not working well in the current, and arguably future, environment.

- Medical equipment and supplies are constantly changing and physicians determine what they need independent of negotiated contracts. Procurement teams must handle a sea of special requests manually.
- End users don't know what happens to their requests after they submit them, which reduces staff confidence in using approved purchasing channels and reduces their effectiveness.
- Purchasing has no visibility into non-contract spend. Without this visibility, organizations have a hard time negotiating better pricing based on volume.
- There is a lack of data standardization in healthcare - this makes it particularly challenging to get the accurate data you need for efficient buying decisions.

COUPA FOR HEALTHCARE

Replace ailing legacy procurement, invoicing, and expense management with a single, unified application suite delivered in the cloud. Using Coupa feels more like shopping online on your favorite sites than filling out purchasing forms.

As a company, Coupa focuses squarely on helping its customers and partners succeed at saving money by making it easy to do. And Coupa's healthcare customers



The screenshot displays the Coupa Healthcare user interface. At the top, there's a navigation bar with options like Expenses, Requests, Orders, Invoices, Inventory, Sourcing, Contracts, Reports, and Setup. Below this is a search bar with the text "What do you need?". The main content area is divided into several sections: "Recent Orders" with a list of items like "4 I-Stat 1 Wireless Upgrade (EA) - 2118381" for \$6,580.00 USD; "Budgets" showing various categories like "SF-Operations-Facilities" with a budget of 14,769.09 of 150,000.00 USD; "To Do's" with items like "Purchase Approval for Mary (Lab Mgr) Snow - Requisition #54"; and "Shop Online" with integrated links to Amazon.com, TigerDirect, and medical supply. At the bottom, there are icons for Training, FAQ, and Contact Us.

The Coupa home page provides easy access to orders, budgets, to do's and more.

are a testament to how well this works: healthcare leaders like Amerinet, Catholic Health Services, Intermountain Healthcare and Molina Healthcare live the success every day.

Coupa differs from traditional, legacy approaches to spend management in three very important ways:

- End-to-end payment management:** Coupa is a complete, tightly-knit suite of applications – not a bunch of different applications ‘bolted-together’ with manual processes. From sourcing to invoicing, data travels seamlessly and logically. You get full visibility and control across your supply chain.
- Staff adoption:** Coupa is built for today’s smart phone and iPad users like physicians and other care providers. It’s so easy that usage is high – which increases ‘spend under management’ and makes the finance and procurement teams partners rather than enforcers.
- Cloud-computing:** Unlike legacy, behind-the-firewall apps retrofitted for the cloud, Coupa was built in the cloud from day one. The cloud subscription model makes deployment fast and keeps your IT team focused on EMR and CPOE systems. High availability, data protection and security are built in at every level.

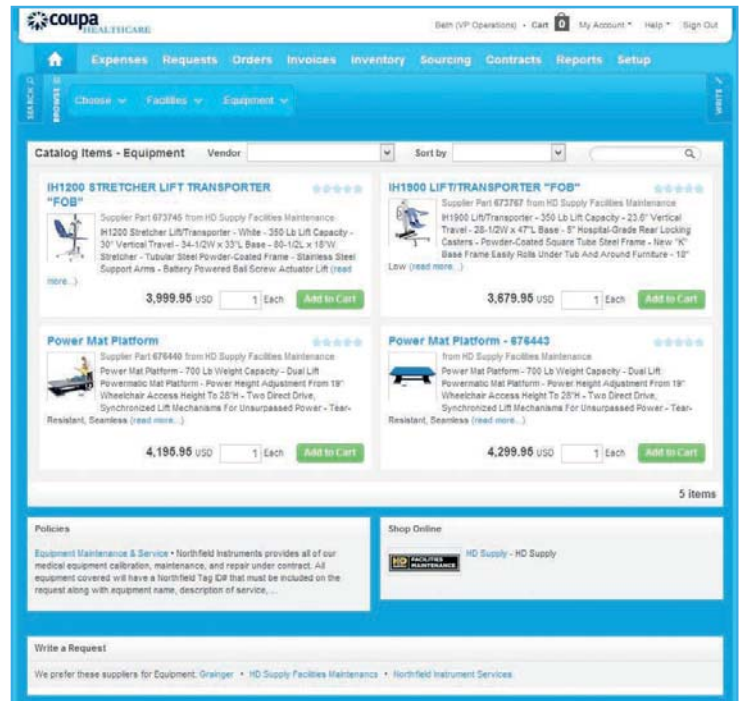
These three attributes help you simplify complex purchasing processes and gain new visibility to handle the problems of non-standard data sources and escalating healthcare costs.

RELIEVE YOUR PURCHASING HEADACHES

Healthcare procurement is complex enough without your systems making the process more difficult. Coupa streamlines the process from start to finish.

Item	Price	Current Stock	Par Level	Amount to Order	Total
TENDERSKIN Hypoallergenic Paper Tape	9.37	2	3.00	1 BR	9.37
Sheer Adhesive Bandages	1.92	5	5.00	0	0.00
Sterile Adhesive Bandages	2.50	2	3.00	1	2.50
Butterfly Wound Closure	2.75	3	3.00	0	0.00
Flexible Fabric Adhesive Bandages	3.25	3	3.00	0	0.00
Fabric Adhesive Bandages - Fingertip Bandages	6.75	1	3.00	2	13.50
OpSite FLEXGRID with One Hand Delivery	61.85	0	1.00	1	61.85
Tegaderm HP Transparent Dressing	45.07	1	2.00	1	45.07
Sheer Plastic Spot Bandages	2.75	3	5.00	2	5.50
TELFA 'Ouchless' Dressings	13.87	2	2.00	0	0.00
Triangular Bandages	6.00	1	3.00	2	12.00
Microfoam Surgical Tape	27.92	2	3.00	1	27.92
Total				11 Units	177.71 USD

Summary of advance shipment notices.



Users can quickly locate approved items – together with info on applicable purchasing policies.

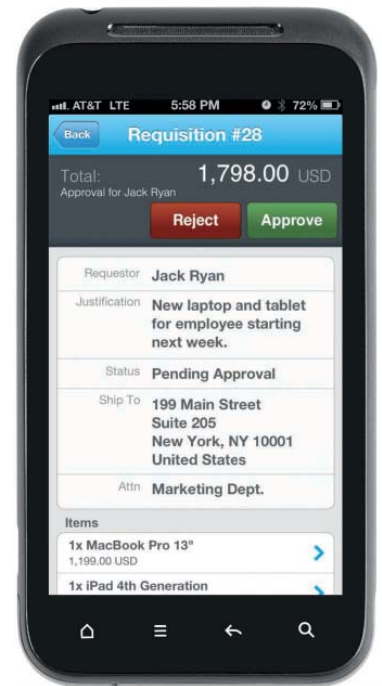
- Reduce training and confusion:** Coupa looks and behaves like familiar, convenient consumer software – busy physicians can use it accurately without special training. Coupa incorporates your spending policies, making sure people only see products and services from approved vendors and contracted items with the best or preferred terms.
- Simplify repetitive orders:** Use order lists to group multi-supplier purchases, such as repetitive orders for crash carts, departmental stores and other inventory within facilities.
- Streamline order processing:** Coupa helps you process orders quickly all the way from request to supplier receipt and delivery confirmation.
- Reduce special handling:** If a request is on contract or uses preferred providers, Coupa can automate the process of creating the PO and beyond. This gives Procurement teams more time to focus on strategic activities rather than normal tactical tasks like creating POs from requisitions.
- Streamline approvals:** Coupa aids in setting up approval rules for your operation. Budget owners and managers can track and approve purchases easily on their smart phones with the Coupa mobile application.

GAIN NEW VISIBILITY INTO PURCHASES AND PAYMENTS

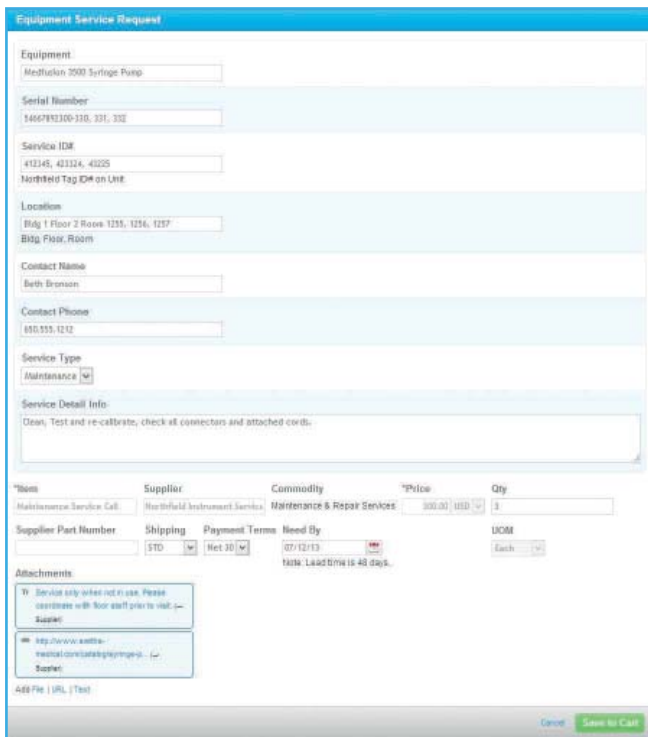
You can't fix the problems that you can't see. Without visibility in to spending across categories, on and off contract, you can't negotiate better deals with suppliers. And without understanding the budget impact of choices, people will overspend.

Coupa gives everyone the visibility they need to make good decisions, improve efficiencies and cut costs.

- **Diagnose what's happening in real time:** Coupa Analytics offers up-to-the-minute insight on spending on and off contract, by location, category and supplier.
- **Track purchase status:** People can track the status of their requests until a PO is generated – and for most suppliers, all the way to shipping.
- **More contracted spend:** Use Coupa's contract management have employees easily purchase off your negotiated contracts for better pricing and negotiating leverage.
- **Track budgets:** Track spending to budget in real time. Coupa gives requisition approvers insight into the budget impact of their decisions.
- **Offer alternatives:** Give buyers insight into comparable alternatives if they cannot get sufficient quantities of the supplies they want.



Approve a requisition from your phone with Coupa Mobile.



Coupa captures and manages spend for services as well as products.

CLEAN YOUR DATA

The lack of data standards in healthcare makes spend optimization more challenging. Each link in the supply chain can choose its own descriptions, units and categories. This lack of consistent, clean and rationalized data can slow down your efforts to standardize and automate purchasing processes.

Coupa addresses the problem from both a technical and a process perspective.

- On the technology side, Coupa supports custom fields for item numbers, manufacturer codes, distributor codes, and GTIN.
- On the process side, Coupa's expert healthcare data integration team can run the data management process for you – so you can move more purchases to the catalog and automate more processes for real savings.

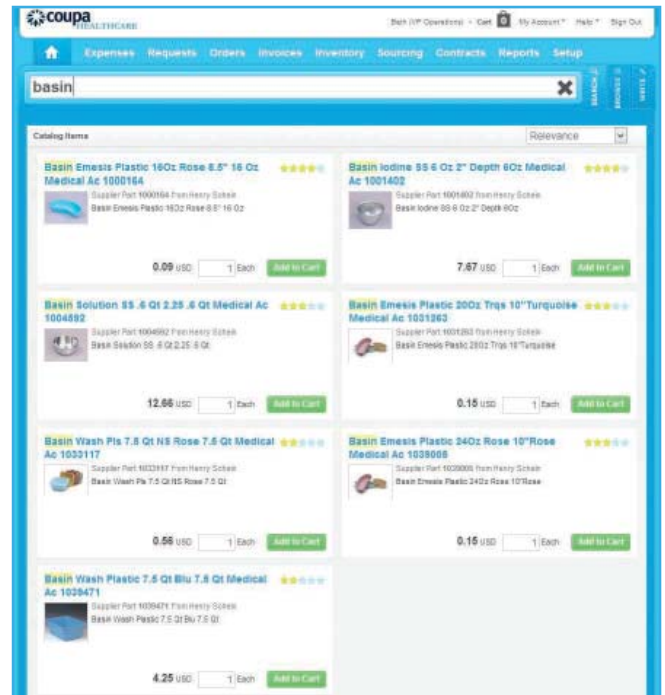


Users can also browse by category, e.g., freezer items.

CONTROL RISING HEALTHCARE COSTS

The supply chain is a big part of any hospital's budget. Coupa gives you the visibility and controls to track spending, negotiate great deals and help your buyers access those contracted prices easily.

- Get great prices:** Negotiate prices for the supplies your physicians and care providers want and help them choose preferred vendors when comparable supplies exist. You can invite multiple suppliers to bid for your business – like eBay for purchasing. Coupa also helps you manage contracts and volume discounts with suppliers.
- Get spend under management:** Coupa gives your staff easy access to approved vendors, suppliers and equipment. Policies, discounts and approvals are all built-in. And with Coupa's consumer-like experience with product photos and reviews, shopping for medical supplies, support services or IT equipment is as easy as any online shopping. Coupa builds in approval processes and automates the creation of the purchase orders. Because it's fast and easy, people use it – increasing your 'spend under management' and thus your overall savings.
- Track your budgets:** Coupa gives people real-time visibility to the budget impact of their decisions at the point that they are requesting or approving a purchase. And you can set up Coupa to alert people when they hit a budget threshold or need additional approvals.
- Analyze and benchmark your spending:** Coupa Reporting and Coupa Analytics give you centralized visibility into distributed spending, so you can make better decisions, negotiate contracts, and find out where you can be more effective in your organization's quest to improve. Coupa can benchmark your spending against other organizations, identifying opportunities for increased efficiency or cost reduction.



Finding approved items – and approved pricing – by keyword is simple and familiar.

Coupa itself is a low-overhead technology. Delivered solely in the cloud, Coupa cuts the time your staff spends on procurement, payment, expense management and budget analysis, as well as server and software maintenance. And your IT team can stay focused on the systems supporting care delivery and HIPAA compliance, rather than procurement and payments.

SUMMARY

Coupa is the cure for healthcare providers and partners struggling to contain the cost of supplies and services in the face of regulatory uncertainty and growing demand. Using Coupa, you can simplify complex processes and clean up inconsistent data so you can make better spending decisions—while getting your care providers and other staff on board. As a cloud-based solution, Coupa eliminates IT complexity, reducing costs and increases your ROI. Visit the Coupa for Healthcare page for more on our solutions.

Many companies talk about being dedicated to their customers' success. At Coupa, it's what drives us. Visit the Coupa Customer page to learn about the experience of Coupa customers in their own words.



Coupa helps you find new opportunities for savings.