



Managing Director
Viamed Ltd
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RECEIVED

- 1 AUG 2012

25th July 2012

Re: We have adopted Peto Marketplace to source all of our non-contract / low-value spend from 1st September 2012

Dear Supplier,

You have received this letter because you have recently supplied to our Trust and we wanted to inform you of a new way we'll be sourcing our non-contract / low-value spend.

Heart of England NHS Foundation Trust has recently adopted **Peto** (www.peto.co.uk) – an information portal that provides NHS Staff with access to rich information on both Suppliers and Products for all spend areas within the NHS.

Peto will be used by our Trust to understand the market and to source low value / non-contract spend. Using Peto will enable our Trust to better determine 'best value', quickly and more consistently.

This new service will go-live on 1st September 2012, at which point all non-contract / low-value requirements will be sourced through the tool.

Benefits to you - as a Peto Supplier, you'll benefit from:

- Your products being visible in 213 NHS Trusts that currently use Peto, plus other Public Sector organisations
- Ability to better demonstrate your product(s) value, plus showcase innovative products
- Raise brand / product awareness and gain market insight & feedback

To enable this - we have agreed with Peto that those Suppliers who upload their products prior to go-live can access Peto **FREE of charge for the first 6 months** – no commitment / tie-in. Thereafter, you will be asked to pay an annual subscription fee of £950 per annum to display up to 25,000.

This single annual fee provides access to all Peto customers, including 213 NHS Trusts, GPs, Dentists plus Local Authorities and Education.

How this will work - our new process will require you to upload your product catalogue onto Peto. New requirements will be sourced through Peto from 1st September 2012. Because you will have uploaded your products onto Peto we can instantly see who can provide the same or similar product and at what price, including volume price breaks where applicable.

Timing - Peto will be the only tool we use to source new requirements from 1st September 2012. After this date, requisitions received for suppliers not on Peto will, in the first instance, be contacted and invited to join and/or re-sourced from an alternative supplier on Peto.



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What happens next – In order you're ready for go-live, we'd like you to follow three steps below.

- 1) If not already, **please register on Peto (www.peto.co.uk)**. If you're already registered, please ensure you have uploaded your products onto Peto prior to 1st September 2012.

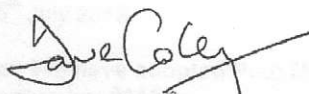
Alternatively you can contact Peto on 0207 297 2197 if you have any questions. Peto's website does have an extensive section if you need more information

- 2) Once approved on the system, Peto's Supplier Adoption team will be in touch to **begin the process of uploading your products**.
- 3) Please make sure you log-in and **upload your Company Logo & Description** through "My Profile". This will ensure your business is visible in the Peto Supplier Directory. A guide to help you do this can be found on Peto Marketplace.

Don't forget, you can contact my team or me by emailing procurement.helpdesk@heartofengland.nhs.uk.

Our Trust is looking forward to seeing you on Peto.

Yours sincerely,



David Coley
Procurement Director, Heart of England NHS Foundation Trust

Note: *This initiative supports a number of key objectives in the new emerging NHS procurement strategy – published recently by the Department of Health.*

Peto is a new no to low cost digital route to the NHS market. Whether supplying direct or via a third party (e.g. NHS Supply Chain) SMEs through to global organisations use Peto to display their products and value propositions to the NHS.

Via simple and secure browser access, NHS decision makers use Peto to source from an open market with sophisticated product and value comparison functionality.

This ensures Trusts can meaningfully assess relevant product alternatives prior to a purchase decision, including comparison from multiple supply and distribution routes where value added services are important.

Supplier and product reviews will help to manage the market and quality, ensuring the benefits of value propositions are shared more widely across NHS communities.

- ⊗ A new independent channel that reaches all secondary care NHS Acute and Foundation Trusts.
- ⊗ Secure the benefits that many sectors have by migrating a portion of sales activity to lower cost digital channel.
- ⊗ Access analytics and market reports helping you to size markets, identify opportunities, and understand buying patterns and behaviours.

Peto will improve understanding of your value, drive growth, lower retention costs, and save you time and money. Join the new era of 'business to NHS' markets.

The shop window for sellers to the NHS



- ⊗ Direct route to customers
- ⊗ Open & independent
- ⊗ Demonstrate product value
- ⊗ Feedback & insight

