



to 24 percent. Since its products are considered capital purchases, being a part of the GPO contract portfolio has helped the company minimize the negative impact of the ongoing global credit crunch. “As a smaller but growing player in the sterilization market, being a part of **MY GPO** has helped us get our foot in the door and have an audience with a lot of hospitals who may not have recognized us before,” Nies said. “These providers now know that as part of **MY GPO**, our products have been evaluated before they were ever allowed to be on contract. It helps these hospitals have faith that they are buying a quality product and it reduces the amount of time they have to spend doing their own research. They can make a decision and get the equipment they need quickly and easily at an affordable price.”

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