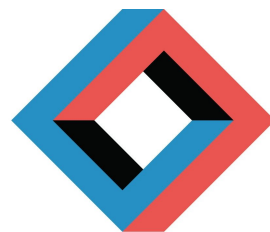




# 2020 Network News

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**SOLVENT**  
**NETWORKS**

For the health of your business.

# Dear Friends of Solvent Networks,

Welcome to “Network News,” an annual update and scorecard on how we are currently doing and how we did in 2020.



What can we say about 2020 that hasn't already been said? How about this: During a global pandemic and economic meltdown, Solvent Networks enhanced its value to SCHA and member hospitals, meeting or exceeding all strategic goals set prior to the outbreak.

As the state of emergency unfolded, we shifted our communications and marketing focus from partner promotions to COVID-19 solutions. Our partners understood and helped us provide members with relevant and timely information and resources to help with many challenges, ranging from staffing shortages to procurement of PPE. We truly shifted from vendor to trusted business partner.

When social distancing didn't allow for in-person meetings and in-hospital visits, we engaged with sponsors and endorsed partners through educational webinars, presentations at virtual SCHA meetings and featured content during board meetings to maintain relationships and develop new ones. Solvent Networks also proved to be a nimble partner for SCHA that could quickly take on planning, logistics, marketing and funding for special projects in support of hospitals and healthcare workers.

Most importantly, we delivered on our commitments to SCHA, supporting their initiatives to respond to COVID-19 and build a better state of health in South Carolina. We are pleased to share the results of our work together, and we thank you for making Solvent Networks part of your team.

Sincerely,

A handwritten signature in black ink, which appears to read "Neill Cameron, Jr.". The signature is fluid and cursive, with a large initial "N" and a stylized "C".

Neill Cameron

# Financial Highlights

More than

**\$1.5 million**  
provided to SCHA

**\$385,000**  
sponsorship revenue

**\$100,000+**  
generated by three  
private fundraising campaigns  
to support SC healthcare heroes

**\$700,000**  
dividend to SCHA

**\$243,000+**  
contribution to SCHA Foundation

**\$150,000+**  
endorsed partner revenue

**Equity Based Investments** in Cadre Health, Corista and Kiyatec

Successful 2020 financial audit

# Operational Highlights

- We continued to build reputation and awareness through SN Marketing and Communications: Highlights & Happenings, SN Case Study, Pain Points Newsletter and Thought Partner Webinar Series.
- Solvent Insights launched with a series of social media scans to determine opinions (especially among healthcare workers) about COVID-19 early in the pandemic, in collaboration with Clemson University's Social Media Listening Center.
- We hosted the first Gathering of The Network virtual meeting to connect all endorsed partners with each other, give updates on the hospital industry in SC, and explore marketing ideas for 2021. Special thanks to Board Chair Bruce Bailey for participating and providing valuable insights and background. Partners want to hear from hospital leaders more often.
- We welcomed two new endorsed partners to the network.

## PPE.Exchange

[PPE Exchange](#) is an automated, FDA-approved resource for PPE and other medical supplies. SCHA was one of the first state hospital associations to join the exchange. The online marketplace allows hospitals, providers and businesses to connect virtually to more than 200 verified regional and

national suppliers, search for items, compare prices, schedule orders and complete the transaction online. Within days of its announcement, nearly a dozen S.C. hospitals had created accounts.



[Vivid Energies](#) is a family-owned, national lighting company that can help hospitals, schools and businesses dramatically cut energy bills while also improving aesthetics and safety by switching to LED lighting solutions. Because the company manufactures as well as installs products, they can maximize rebates and provide financing (based on estimated savings) to eliminate upfront costs.



[Solvent Brandworks](#) is our in-house brand marketing and management group that grew out of internal rebrand projects for Qualivis, Solvent Networks and SCHA. We are now engaged in a brand refresh for HIDi, the data company of the Missouri Hospital Association, and enhancing the look and technological capabilities of the Yates Conference Center. The core team of nationally recognized leaders boasts more than 120 years of branding, creative, marketing and communications experience, and we possess a unique understanding of the healthcare space and the needs of hospital associations.



*Design mock-up demonstrating signage of the new HIDi logo.*

# COVID-19 Response

Solvent Networks supported and continues to support SCHA's COVID-19 response efforts through a number of initiatives, including:

- Leadership of the Workforce Team, which developed a statewide workforce plan and surge staffing plan, successfully advocated for regulatory and emergency licensure support to place more doctors and nurses in the field, offered childcare resources, and coordinated with the S.C. National Guard to deploy medics for hard-hit hospitals;
- Management, marketing and financial support for three private-sector fundraisers that raised more than \$100,000 for the SCHA Foundation, which funded mini-grants to support healthcare workers who were personally impacted by the pandemic:
  - 22 and You, a fundraiser launched by Carolina Panthers running back Christian McCaffrey (number 22), to support hospitals in the Carolinas and Denver;
  - Southern Tide, the Greenville-based casual apparel brand, which created an exclusive Healthcare Heroes collection and donated 100 percent of proceeds from sales;
  - The RBC Heritage at Hilton Head included the Plaid Pledge, a fundraiser through the Heritage Classic Foundation, which annually supports educational and charitable organizations throughout South Carolina;
- A project to document and chronicle SCHA's response to the COVID-19 emergency, which saw SCHA playing a leadership role in collaboration with partners across the state in supporting the clinical, workforce, surge, advocacy, policy, financial reimbursement and vaccine distribution needs of our hospitals and health systems;
- Endorsed partners provided valuable support:
  - Qualivis and Jackson Physician Services significantly aided the workforce team's efforts to increase staffing capacity;
  - Advanced Imaging Systems offered resources to help hospitals securely set up and manage remote work environments for the long term;
  - Vizient, Stericycle, SunRx, CommerceHealthcare and all other partners continued to offer solutions with group purchasing options, medical waste management, reimbursements and revenue generating options.



# Special Projects

## Healthcare Heroes

The Solvent Networks team has unique expertise and experience with private fundraising, project management, brand development and meeting/event coordination, and SCHA called on those capabilities frequently to expand its capacity to manage and fund special projects.



*Healthcare Heroes Truck*

To celebrate National Nurses Week and National Hospital Week in an era of social distancing, Solvent Networks coordinated a novel way to show thanks and appreciation with the “Healthcare Heroes Truck,” a rolling digital billboard that traveled to more than 90 facilities across the state to share supportive messages on rotating LED screens. As the truck made its way across South Carolina over an eight-day period, screen messages on the truck’s side and back panels expressed appreciation to hospitals “for always being there,” declared “Nurses Rock!” told nurses “South Carolina is throwing kisses your way,” and shared Twitter messages using the hashtag #SCHHealthcareHeroes” posted by people along the route. The reaction exceeded all expectations.

## Employee Communications Toolkit



Employees are always our most important audience, but maintaining good communication during a crisis can be a challenge. With the pandemic testing the healthcare workforce and leaders, Solvent Networks worked with SCHA to develop tools to augment existing internal communications resources of member hospitals. Among the tools were guidelines on crisis communication, ideas for public service announcements, social media graphics, talking points on key issues and links to additional resources.

### SCHA Speakers Bureau

Keeping up with best practices and real-world solutions is a challenge in the rapidly changing healthcare world. To offer a new resource for educational programming and professional development, the SCHA Speakers Bureau was launched as a member service on relevant topics, coordinated and promoted by Solvent Networks. All speakers are subject-matter experts and thought leaders, with resumes documenting years of frontline experience in the topics they present. In other words, they don't just speak. They do.





## **William L. Yates** CONFERENCE CENTER AT SCHA

### **William L. Yates Conference Center**

With the pandemic temporarily closing SCHA's conference center, the executive team decided it would be an ideal time to extend the new SCHA brand facility-wide and reprogram the conference center to accommodate new safety protocols and enhanced technology for virtual and hybrid meetings. They again turned to Solvent Networks to research options and bring recommendations to refresh the look and meet the expectations of a post-pandemic world.

# Looking Ahead to 2021

### **Gathering of the Network**

After a successful initial "Gathering of the Network," our partners expressed a desire for more networking opportunities with us, each other and hospital leaders. We've currently scheduled 2 virtual meetings in 2021.

### **SCHA Corporate Sponsorship Campaign**

In 2021, SCHA will offer opportunities to corporate sponsors that have proven effective in the past and additional chances to connect that may make the difference in conducting a successful sales campaign in South Carolina. The program provides four sponsorship tiers with benefits for each level of participation and support. The annual program runs January 1 - December 31, 2021.

### **Population Health Priorities**

Solvent Networks will work to support SCHA's population health priorities, approved by the SCHA Board in November, to improve overall health and reduce racial disparities in the following areas:

- Healthcare Transformation: Reducing delayed medical care
- Healthcare Transformation: Increasing health insurance coverage
- Behavioral Health: Reducing drug abuse and overdose
- Behavioral Health: Reducing suicide
- Building Resilient Children: Reducing low birthweight and infant mortality
- Chronic Conditions: Reducing obesity and prediabetes
- Chronic Conditions: Reducing stroke incidence and mortality

# Endorsed Partner Directory

Our partners have demonstrated that they can deliver ready-to-deploy products or services that meet hospital needs and the highest standards of quality and customer service. They are chosen through a rigorous screening process that results in a mutually beneficial contractual relationship. Partners agree to offer their products to SCHA member hospitals at the best possible price through an agreed-upon contract and revenue agreement.

[Endorsed Partner Directory](#)



# Solvent Networks Case Studies

## **AIS helps MUSC Tackle a Paper Nightmare (February 2020)**

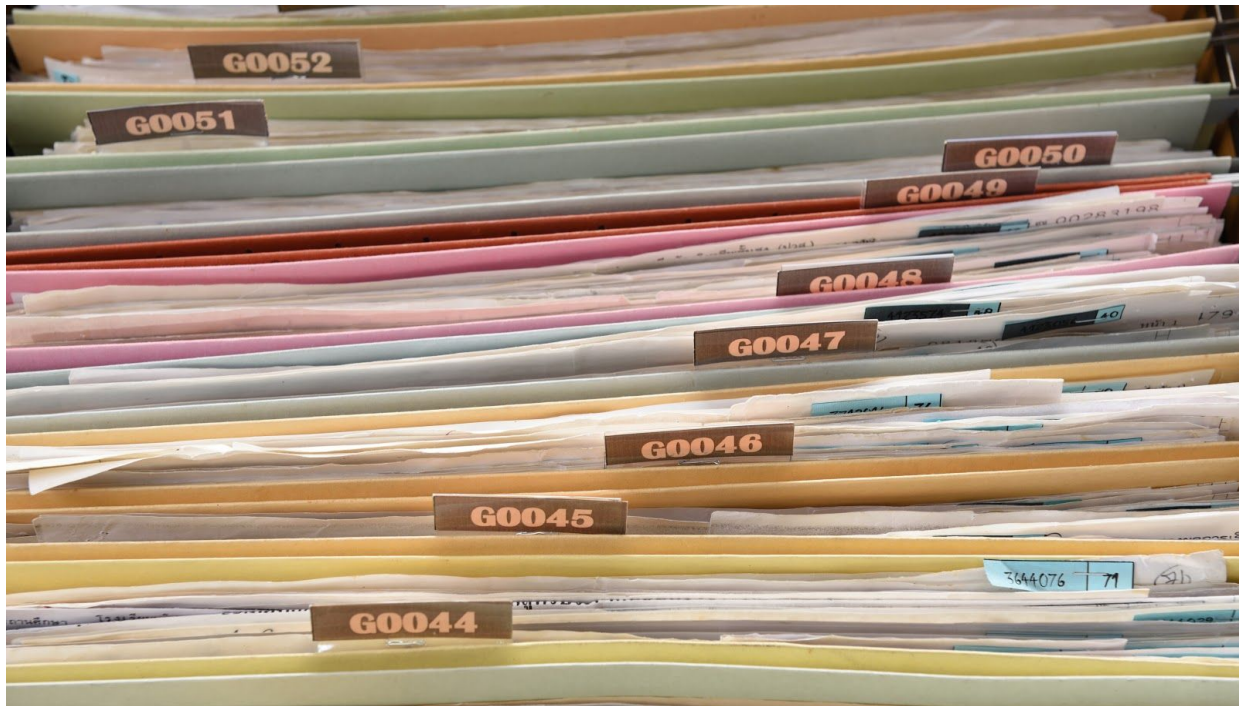
As the Medical University of South Carolina Hospital's number of facilities and patient population grew, so did its workforce, eventually creating a huge backlog of paper human resources files. Thousands of documents on active and inactive employees created headaches for people charged with records management. They turned to Advanced Imaging Systems for help. Read [more](#).

## **Commerce Healthcare Partnership Benefits Self Regional and Their Patients (May 2020)**

An electronic payables system built on the Visa rewards system can be a time saver and revenue generator for hospitals. But setting one up can be a lot of work. As Self Regional Healthcare can attest, CommerceHealthcare makes the program hassle free. Self Regional used revenue generated through the partnership to avoid a rate increase for seven years. Read [more](#).

## **AIS Helps MUSC Shift to a Virtual Workplace (November 2020)**

To help stem the spread of COVID-19, many hospitals – like other employers across the state – quickly shifted to remote work locations for non-clinical staff when the state of emergency began. For the Medical University of South Carolina Hospital, a decision made months ago to engage Advanced Imaging Systems to digitize their workforce records made remote work much easier for the Human Resources staff. Read [more](#).



*Digitizing paper files helped us be more efficient. Plus, when the HR department moves in 2021, they won't have to haul a bunch of paper files with them.*

# Solvent Networks Board of Directors

In January 2020, we thanked John Miller, Sharon Poston and Jeff White for their service to Solvent Networks for the 2017-2019 term. Timothy Evans, Lisa Goodlett and David Omura were appointed for their 3-year terms, 2020-2022. Bruce Bailey was elected 2020-2022 Board Chairman. John Miller was appointed and welcomed as an emeritus director, also serving as board treasurer. Tom Dandridge, Norm Rentz, Anthony Jackson, Stacy Collier and Carlos Milanes completed the board of directors. At the February 2021 meeting, terms will expire for Tom Dandridge and Norm Rentz. Roger Sipe and Chad Richard will be our new board members for 2021-2023.

## [2021 Solvent Networks Board of Directors](#)



“Solvent Networks is SCHA’s special ops team. They show up, partner with our team and get things done.”

– Thornton Kirby, President and CEO, South Carolina Hospital Association

