

**SOURCING**



# SubPop Health's mission to transform how healthcare benefits are acquired by employers

Customer Success Story

At a glance

# SubPop Health



**Group Sourcing & Contracting for Healthcare Benefits**



**Early stage company**



**Headquarters: Nashville, Tennessee United States**



## Challenges

### eSourcing on a tight timeframe and budget

SubPop Health (SubPop) provides a sourcing platform and purchasing organization for self-insured employers who struggle to deliver high quality and affordable healthcare benefits to their employees and their families.

A need arose for an RFI event to gather general market intelligence and information from healthcare providers, but it had to be done quickly.

To tell us how this was done, Market Dojo spoke with Chris Gormley, Co-founder and CEO of SubPop Health, and Adam Ellsworth, Senior Director Operations.

Both Chris and Adam have many years experience in a variety of sourcing roles. In fact, Chris was VP Product Management at Freemarkets (later acquired by Ariba). Between them they have a wealth of knowledge on eSourcing and the different platforms currently on the market.

This is how a US start-up company gets up and running with a sourcing solution when on a tight timeframe and budget.

### Finding the right sourcing software

First, Chris did his research, "I did a fairly exhaustive look for different platforms that could fulfill the need that we had, and could do it quickly," says Chris.

Ultimately, he was looking for something that was simple to get started with and relatively inexpensive for their needs.

Having looked at various competitors and requesting information, Chris quickly hit some barriers in terms of the sales process typical with these types of companies.

*"The thing that struck me is that some of the bigger organizations are a pain in the neck to deal with," explains Chris. "I had to answer numerous questions and attend multiple meetings just to get some information. I thought, I don't have time for this."*

### Requirements



**Cloud-based RFX software**



**Low barrier to entry**



**Speed of deployment**



**Minimal training overhead**

# Solution

## Why Market Dojo?

We asked Chris to explain why SubPop selected Esker Sourcing by Market Dojo (Sourcing).

*“The thing I liked about Sourcing is that it was pretty easy to get started,” states Chris, with the free Sandpit feature he was able to “Get right in there and start playing around with the software.”*

Also, the on-demand pricing structure was ideal for SubPop and not something offered by other eSourcing companies.

*“From what I saw, it’s rare to get something that was (licensed) per event. Other companies wanted to sell me on doing 15 events, over 15 months, for \$15k. We’re an early-stage company without \$15k laying around to spend on anything but what is absolutely needed,” says Chris.*

In addition, Market Dojo’s account management was “outstanding” according to Chris, and goes on to say that one of Market Dojo’s biggest selling points is the outstanding support throughout, from the initial product demo to the fast response time from the Customer Success team when they were setting up the RFI.

*“This was really critical because we had a very demanding customer, and a short timeline, so we needed to execute quickly and not screw anything up!” elaborates Chris.*

Adam echoes this sentiment saying that their Market Dojo account manager “was above and beyond in terms of responsiveness and willingness to help improve the RFI”.

## **What did they like about Market Dojo?**

Aside from Market Dojo’s customer service, there were a number of technical features that stood out for Adam.

*“The ease of the seller registration process was a big thing. The ability to track who’s registered and who’s downloaded documents was very important for our client. The tool allowed us to track all that information,” he explains.*

He goes on to say, *“In my 13 year career of working with these platforms, I don’t think I’ve ever once run an event where I haven’t needed to perform a technical support role. But I did not get a single technical support call from any of the suppliers during the process. That definitely stuck out to me.”*

The intuitive design of Sourcing meant suppliers were able to upload information and respond in the correct format. And from SubPop’s side, the RFP could be set up in a clear and concise way in terms of instructions for suppliers.

From Chris’ point of view, he liked the way the software could be co-branded which helped him overcome any potential barriers to using the tool, largely due to healthcare being quite a conservative industry.

**“I did not get a single technical support call from any of the suppliers during the process. That definitely stuck out to me.”**

**Adam Ellsworth**

SENIOR DIRECTOR OPERATIONS, SUBPOP HEALTH

# Results

## Did the results meet expectations?

SubPop’s client was unsure of how many suppliers would participate in the event, but the number of participants exceeded both the client’s expectations as well as those of Adam and Chris who are looking at how they can use Market Dojo next.

*“We’re contemplating a RFP next so I’ve started looking into how we can do this,” exclaims Chris.*

**“From what I saw, it’s rare to get something that was licensed per event. We’re an early stage company without \$15k laying around to spend on anything but what is absolutely needed.”**

**Chris Gormley**

CO-FOUNDER & CEO, SUBPOP HEALTH

# Market Dojo

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### About Market Dojo

Market Dojo's on-demand autonomous strategic sourcing software and exemplary customer support, rapidly evolve Procurement from reactive back office function to proactive strategic resource. Built by industry experts, our agile, best-of-breed solutions are easy to implement, intuitive, deliver immediate value and are accessibly priced.

Trusted by the world's leading brands, we help Procurement & Finance teams of all sizes to focus on value creation, connected relationships and strategic influence rather than traditional inefficient sourcing, supplier and finance management processes of the past.

We streamline, digitize and automate to provide centralised data and powerful insights to mitigate risk, control cost and drive smarter, faster financial decisions.

Sourcing is just one part of the source-to-pay process. Esker's Source-to-Pay suite helps Procurement and Finance leaders streamline procurement processes, enforce policy compliance and improve supplier relationships with increased visibility over the entire buying process.

