



## PRESS RELEASE

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### **Strategic Market Alliance Awarded MedAssets Contract**

Effective May 1, 2010, MedAssets is awarding a three-year agreement to Strategic Market Alliance (SMA), making SMA an approved national distributor of housekeeping products. MedAssets is ranked as one of the top five Group Purchasing Organizations (GPO) in the nation, serving more than 125 health systems, 3,300 hospitals, and 40,000 non-acute healthcare providers. MedAssets partners with healthcare providers to improve financial strength by implementing spend management and revenue cycle management solutions that help control cost, improve margins and cash flow, increase regulatory compliance, and optimize operational efficiency. For more information about MedAssets, please visit [www.medassets.com](http://www.medassets.com).

In 2009, SMA distributor owner members committed to development of a formalized healthcare program focused on meeting healthcare's most important needs - service and education. After much research and development, SMA launched their healthcare program – HealthRite. Through HealthRite, all SMA distributors assign healthcare specialists to remain current on healthcare issues and concerns, as well as serve as a conduit between distribution and SMA on all industry related matters. All SMA healthcare specialists are experienced in servicing the healthcare industry; maintaining memberships in APIC and ASHES.

According to Alicia Rodriguez, director of SMA's healthcare program, "HealthRite assists SMA members in delivering the rite products, rite service and rite solutions to the healthcare industry. HealthRite has been well-received by the nation's largest GPO's, as well as the industry's key manufacturers. As a result of this commitment to healthcare, SMA recently became an approved housekeeping distributor for both Novation and MedAssets."

#### **About SMA**

SMA is a member-owned cooperative comprised of the leading janitorial, sanitation, and food service distributors. The organization was formed by like-minded distributor leaders whose strategic intent is to drive greater efficiency, effectiveness and volume growth in the respective commercial channels they, and their supplier partners, choose to operate. To learn more about SMA, please visit [www.smasolutions.com](http://www.smasolutions.com).

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