

Client Background

Owens & Minor is a leading distributor of medical and surgical supplies of some 180,000 products from about 1,200 manufacturers including surgical dressings, endoscopic and intravenous products, needles, syringes, sterile procedure trays, gowns, and sutures. The firm also offers software, consulting, and other services to help customers manage their supplies. Owens & Minor's customers are primarily hospitals and health systems and the purchasing organizations that serve them. They deliver products to roughly 4,100 health care providers from 45 distribution centers across the US.

Situation/
Opportunity

Owens & Minor issued a Request for Proposal for their service awards program. The company was looking to partner with an organization that could best incorporate the ideals and traditions of Owens & Minor rather than offering "mass merchandise retail" items for fulfillment. They needed a strategic recognition partner that was able to understand their diverse workforce ("teammates") from product selection to solicitation to ordering and fulfillment all while keeping corporate initiatives in place.

Goals

- Develop a program that offered a robust product offering while including custom symbolic awards that were out of the box from normal recognition awards.
- Reinforce the corporate culture through message of what it means to be an Owens & Minor Teammate.
- Offer creative ideas for automatic gifts that fit the organization.
- Lower overall program spend.



Results

Owens & Minor awarded MTM its service award business. MTM understood the importance of incorporating symbolic, custom pieces while also offering a very fresh assortment of retail product options. MTM's creative ability in product, collateral material as well as technology and web design was paramount. Owens & Minor and MTM have truly entered a partnership and are working on performance marketing recognition programs that will keep the corporate message and initiatives consistent for all O&M Teammates. Visit their site at www.owens-minor.com to understand their teammate and strong culture.