

Learn How to Level Up Your Orthopedic Suppliers

Ron Walters, Zimmer Biomet

David Novak, Cretex Medical

Keith Dickey, Orchid Orthopedic Solutions

Sponsored by

Lincotek
Medical



Learn How to Level Up Your Orthopedic Suppliers

Keith Dickey

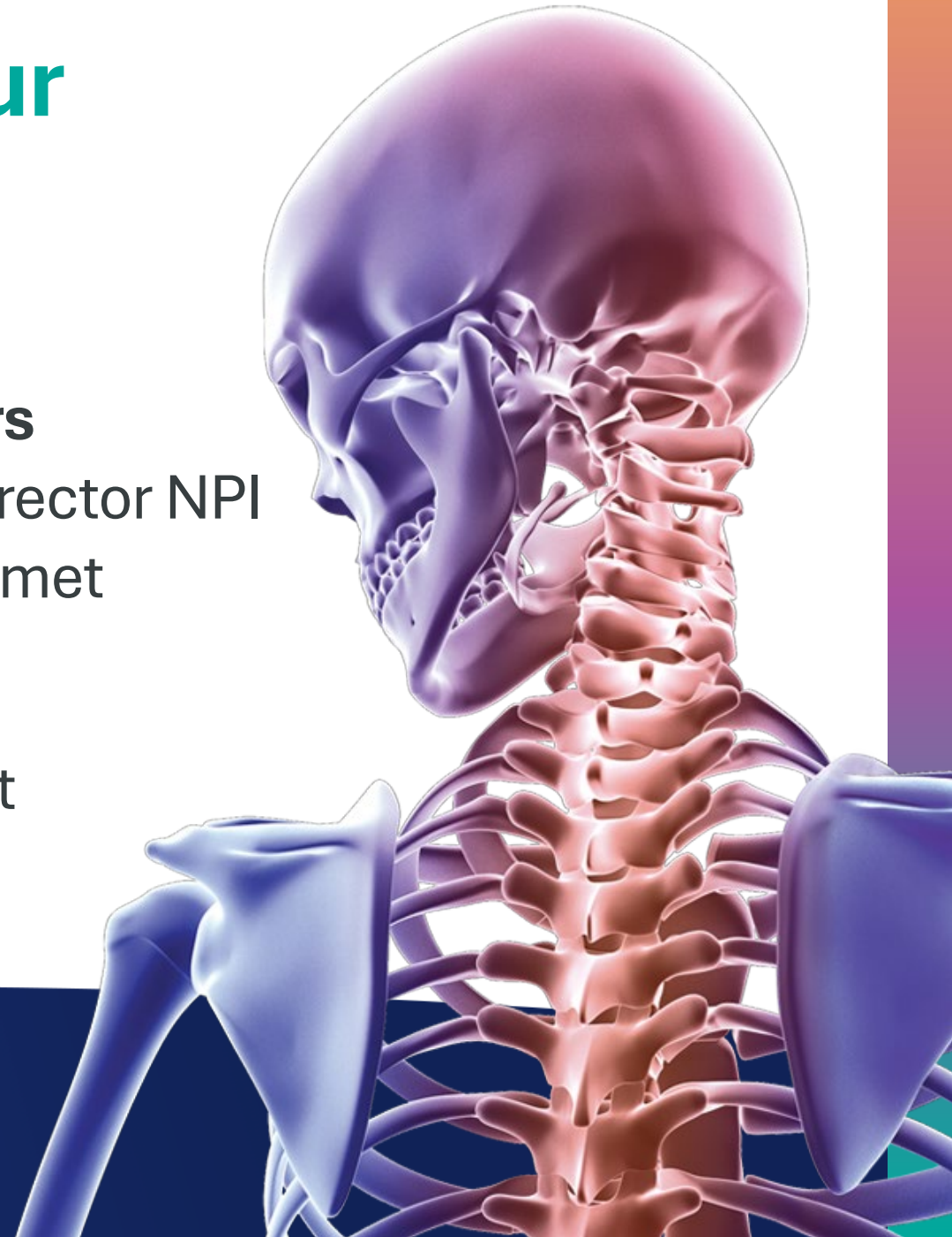
Global Commercial Manager
Orchid Orthopedic Solutions

Ron Walters

Sourcing Director NPI
Zimmer Biomet

David Novak

VP of Corporate Business Development
Cretex Medical



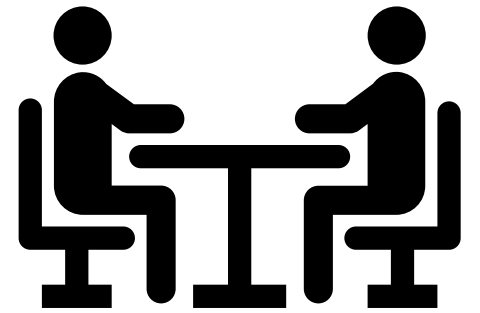
Session Purpose

Objective:

- Create a collaborative discussion on how to elevate suppliers from “Approved” to “Strategic Partner” level, assuming you are on the customer’s ASL.

Key Themes:

- Shared expectations between OEMs and suppliers
- Challenges and opportunities in supplier development
- Practical pathways to strategic partnership



What Makes a Strategic Supplier?



Reliable quality &
on-time delivery



Responsiveness and
flexibility. Cost control.



Technical capability
and innovation



Compliance and
regulatory readiness



Willingness to invest in
continuous improvement



**What additional
characteristics do
you look for in a
strategic partner?**

From Approved to Strategic – The Gap

Common Barriers:

Quality issues or a reactive approach

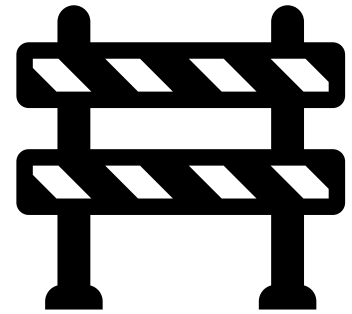
Limited capacity or scalability

Poor communication/collaboration

No alignment with OEM on long-term roadmap, cost increases

Inconsistent execution

What are some supplier red flags that prevent strategic growth?



Enablers for Supplier Growth

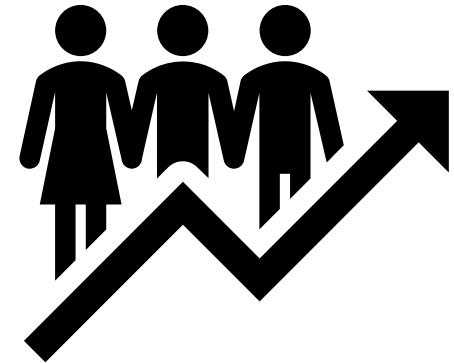
OEM-Side Actions:

- Transparent feedback and performance metrics
- Involving suppliers early in NPI - When the opportunity comes, execute flawlessly
- Joint investment in capabilities
- Consistent engagement and supplier summits
- Long-term agreement with clear expectations on performance and cost

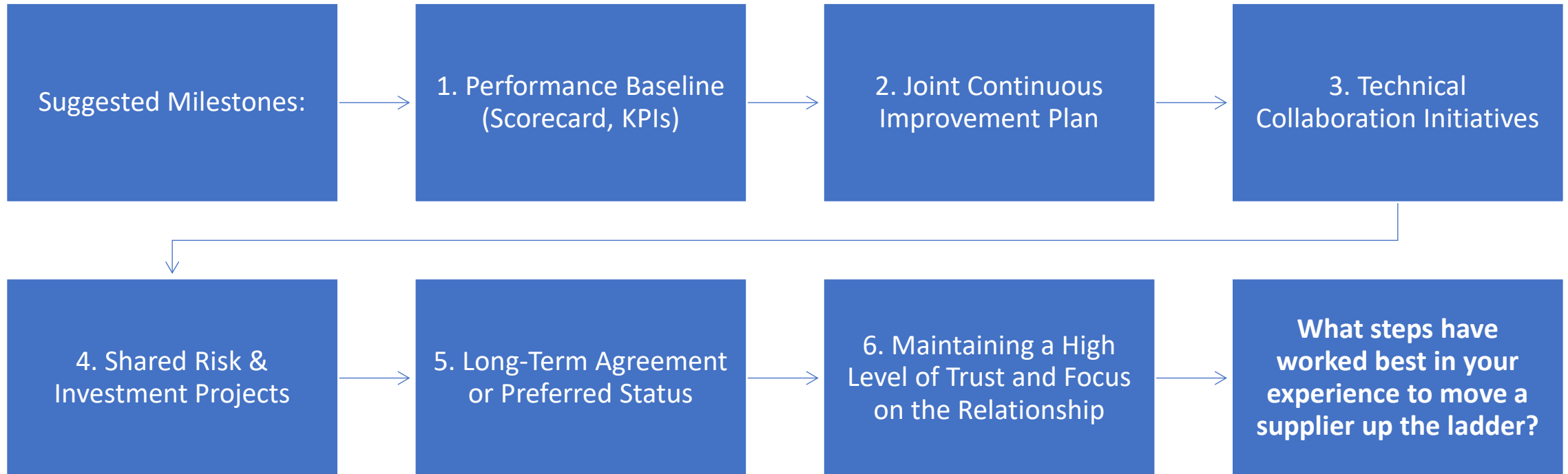
Supplier-Side Actions:

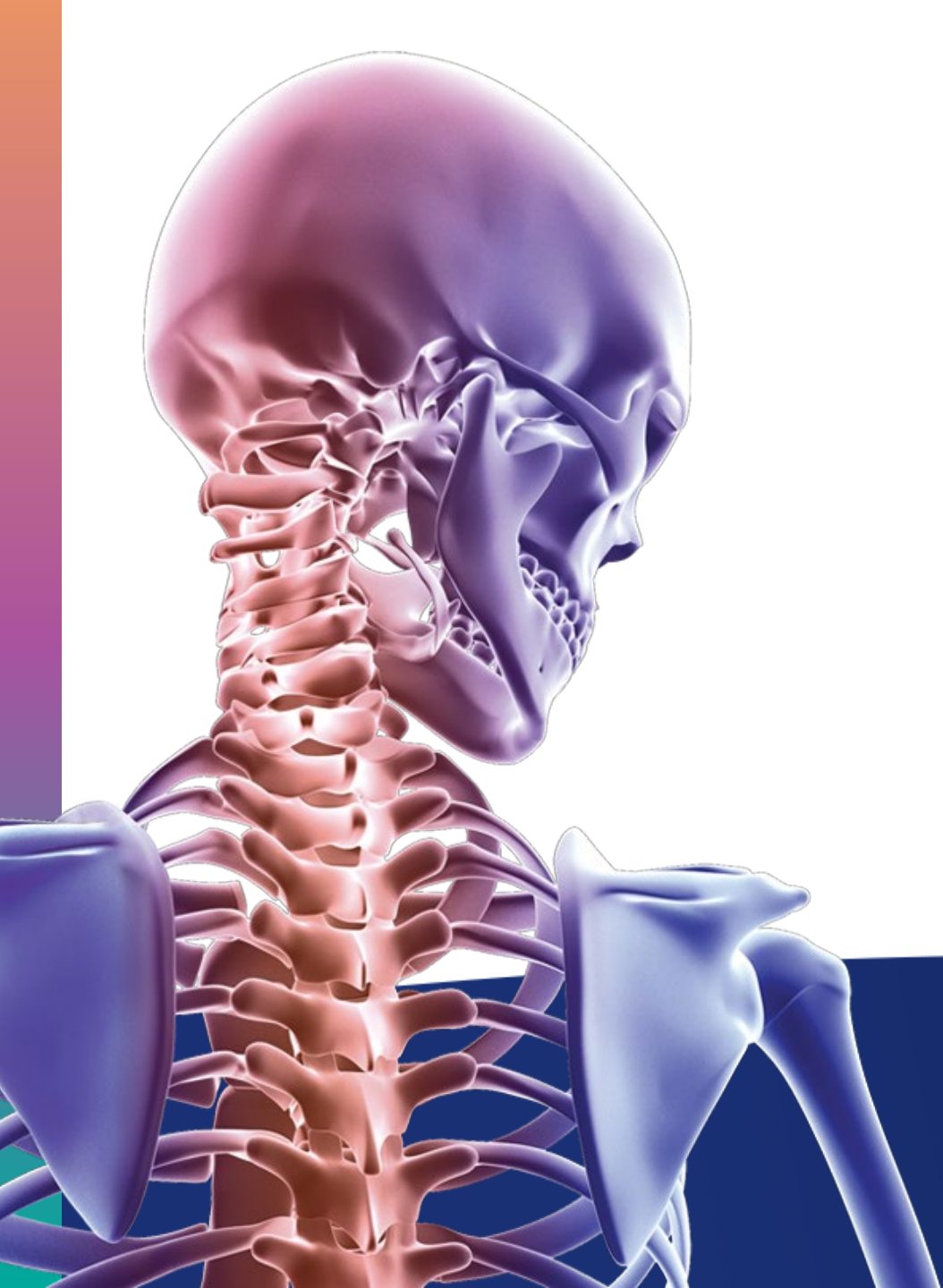
- Proactive quality improvements
- Building technical depth
- Continuous investment in technology
- Understanding OEMs' business and goals
- Cost control
- Execution of OEMs' demand plan – flexibility
- Qualifications and validations to OEM's requirements

From a supplier perspective, what other actions would you expect from your customers to be more involved in a strategic relationship?



Roadmap to Strategic Partnership





Thank You for Attending!

**We value your feedback.
Please fill out a session
evaluation before you leave.**