

# Twelve Stages of Clinical Engagement in Product Rationalisation

Rationalisation Stages	Projects managed by the regional Clinical Engagement and Implementation Manager (CEIM)
1	Request from customer to conduct work on rationalisation
2	Data requested / data utilised from Spend Efficiency Report (SER)
3	Data finalised - validated as true representation of current practice
4	Clinical engagement starts
5	Templating - creating a customised and detailed template which represents line level data into meaningful procedures
6	Review templates with clinical lead(s) - future practice aspirations represented
7	Supplier alternatives initiated
8	Supplier engagement to refine alternatives and corresponding commercials
9	Scenarios assessment - with or without supplier days/workshops/clinical trials
10	Decision with customer for internal review
11	Customer decision meeting with suppliers - contract award
12	Implementing agreement with incoming and outgoing suppliers as relevant - Category Managers (CMs) to oversee contract documentation and catalogues