

Agenda Item 6: Targeted Outreach Strategy Development

Presenter and/or Facilitator Information: Lilly Rocha, Member, HONOR LGBT PAC, CEO & Director, Latino Restaurant Association; Jackson Dalton, President, Black Box Safety, Inc.(or designee).



Expanding Hospital Procurement: Increasing Opportunities for LGBTQ+ Businesses

Supplier diversity is a proven driver of innovation, equity, and community trust. LGBTQ+ businesses remain underrepresented in hospital procurement spend. Today, we'll explore 5 actionable strategies to expand opportunities and improve outcomes.

Presented by: Lilly Rocha

Supplier Navigator Program

Assign dedicated procurement 'navigators'

Assign specific procurement team members to serve as 'navigators' and guide LGBTQ+ suppliers through the procurement process.

Reduce barriers

Work with LGBTQ+ suppliers to reduce barriers they may face, such as compliance, credentialing, and RFP submission requirements.

Start with pilot categories

Begin the navigator program by focusing on specific pilot categories, such as foodservice or office supplies, to test and refine the approach.

Scale across departments

After the pilot program is successful, scale the navigator program to additional departments and categories within the hospital.

Partnering with LGBTQ+ Chambers & Networks (samples)



Supplier Set-Asides + Mentorship Cohorts

Pilot Set-Asides

Dedicate a percentage of spend in select categories to LGBTQ+ suppliers.

Mentorship Cohort

Launch a 6-month mentorship cohort pairing hospital leaders with LGBTQ+ entrepreneurs.

Increase Supplier Readiness

Directly increase supplier readiness and hospital trust.

Hospitals can use storytelling and recognition to highlight the success stories of LGBTQ+ suppliers. By featuring these vendors in newsletters, reports, and community events like Pride Month celebrations, hospitals can build their reputation as equity leaders and reduce bias. This approach not only benefits the LGBTQ+ community but also strengthens the hospital's relationships with diverse stakeholders.



By implementing these strategies, hospitals can expand opportunities for LGBTQ+ businesses, drive innovation, and demonstrate their commitment to diversity, equity, and inclusion. This not only benefits the LGBTQ+ community but also strengthens the hospital's relationships with its diverse stakeholders and enhances its reputation as a leader in procurement practices.



Commission Member Discussion

Public Comment