



Western Regional
WRMSDC

Minority Supplier Development Council

Strength Through Supplier Impact

WRMSDC: Powering Small Business Impact

- Serving Northern California, Nevada, and Hawaii regions
- **Mission:** Promote and facilitate business relationships between certified small businesses and purchasing organizations
- **Impact:**
 - 17,000+ of certified small businesses in network
 - Corporate members across healthcare, technology, manufacturing and other sectors
 - Millions in economic impact through facilitated contracts
 - Supporting job creation and community development throughout our regions
- **Our Core Focus:** Certification, Connection, Development, Advocacy

CERTIFICATION PROCESS

- **Eligibility:** 51% ownership and control by ethnic minorities who are U.S. citizens
- **Process:**
 - Online application with business documentation
 - Screening interview and documentation review
 - On-site business verification visit
 - Certification committee review
 - Annual renewal process
- **Fee Structure:** Scaled based on annual business revenue

CURRENT CHALLENGES

Supply Chain

Disruptions to
inventory and
fulfillment

Rising Costs

Materials,
labor, and
operations

Climate Impact

Increased
disruptions
and costs

Capital Access

Limited
funding
opportunities

Technology

Digital
transformation
barriers

BUSINESS CASE FOR SUPPLIER IMPACT - FINANCIAL

Cost Effectiveness

- Competitive pricing
- Reduced logistics expenses through local sourcing
- Streamlined operations

Innovation & Responsiveness

- New solution implementations
- Customized healthcare-specific services
- Quicker adaptation to changing

Risk Mitigation

- Supply chain diversification
- Reduced single-source vulnerabilities
- Geographic distribution of suppliers

Return on Investment

Cost Savings: Documented reduction in procurement expenses through competitive pricing and reduced overhead

Time Efficiency: Measurable decrease in implementation timeframes for specialized solutions

Risk Reduction: Significant decrease in supply chain disruptions through supplier diversification

Innovation Value: Enhanced return on innovation investments through agile implementation

BUSINESS CASE FOR SUPPLIER IMPACT - STRATEGIC

Healthcare-Specific

- Solutions designed for unique healthcare challenges
- Understanding of local health needs and demographics
- Direct access to emerging healthcare innovations
- Partnerships with community-based providers

Economic Impact

- Community reinvestment through local spending
- Job creation in communities served by healthcare
- Development of skilled healthcare workforce
- Addressing economic determinants of health

Organizational Alignment

- Support for health equity initiatives
- Enhanced environmental and social governance
- Improved community relations and trust
- Alignment with institutional mission

VALUE of WRMSDC CERTIFICATION

For Small Businesses

- Access to healthcare procurement opportunities
- Business development programs and resources
- Strategic networking events with corporate members
- Inclusion in supplier database searched by members
- Advocacy support and capacity building

For Healthcare Organizations

- Verified, reliable small business suppliers
- Streamlined supplier discovery
- Community economic development alignment
- Access to innovative, agile business solutions
- Support for organizational impact goals

Recommendations

1. Recognize NMSDC certification in procurement policies
2. Establish small business utilization goals
3. Participate in WRMSDC matchmaking events
4. Support business development initiatives
5. Collaborate on industry-specific training programs

"This is not about charity or compliance—it's about creating mutual value through strategic partnerships that strengthen both HCAI and the communities we serve."

Thank you



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