



## MARKET TRANSFORMATION GROUP

**Overview:** The Market Transformation Group (MTG) is a working group convened by Health Care Without Harm (HCWH) and Practice Greenhealth with the primary goal of leveraging the aggregate buying power of participating health systems in order to accelerate the transformation of the health care supply chain towards more sustainable products, technologies and services.

**Membership:** Membership in the MTG is limited to hospitals and health systems that are members of Practice Greenhealth. Current HHI steering committee members and other current Practice Greenhealth member health systems are invited and encouraged to join.

Suppliers, distributors, group purchasing organizations and other relevant parties may be invited by the MTG to participate in webinars, conference calls and in-person meetings but are not eligible for membership in the MTG.

**Participation:** MTG members may elect to participate in one or more of the Engagement Initiatives of the MTG. Currently, Engagement Initiative topics include **Less Meat, Better Meat** and **Safer Chemicals**. Members may elect to participate at any time during the period of the Engagement Initiative. Participation will include conference calls every other month, and periodic in-person meetings that advance the focus area(s) objectives of the MTG, along with webinars that showcase success stories or opportunities for the MTG to take on.

Engagement Initiatives are carefully chosen by HCWH/Practice Greenhealth staff based upon a balance of the following criterion:

- Alignment with HCWH/Practice Greenhealth strategic program priorities and capacities
- Level of interest by a strategic critical-mass of MTG members
- Potential for broad supplier engagement
- Potential target market impact

In order to ensure maximum effectiveness and efficiency of each Engagement Initiative, participation will be limited to those MTG members who are able to meet the prerequisites as outlined for each Engagement Initiative.

**Cost:** Participation is a Practice Greenhealth membership benefit. Hospitals and health systems are invited to participate based on their commitment to prioritization of the group's focus, data submission and consistent participation.