**About: Vendor Information**

**Page Goal:** Describe the preliminary process of Sanford Health forming business partnerships with organizations.

**1). Header Banner**

* **Header Banner (required):** 1375px by 298px
  + The banner image should not include any text
  + Medical Service Name\_Component Name\_Doctors Last Name (if included in the picture)\_Image Size
* **Header Banner – Cropped for Suggested Services Module (required):** 690px by 402px
  + The banner image should not include any text
  + Medical Service Name\_Component Name\_Doctors Last Name (if included in the picture)\_Image Size
* **Headline (required):** Service name
  + Text will always be white

**Screenshot:**

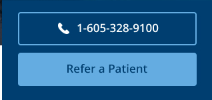
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| --- | --- |
| **Copy/Image Needs** | **Copy/Image Provided** |
| **Header Banner (required)** |  |
| **Header Banner – Cropped for Suggested Services module (required)** |  |
| **Headline – Service Name (required)** | Vendor Information |

**2). Call-To-Action Buttons**

* **Goal:** highlight top actions you would like an individual to take when on this page, such as call to make an appointment or refer a patient
  + **Button Text:** 25-character maximum
    1. **Contact Us:** Universal phone number for the service line that routes to all of the specific locations
  + Please provide URLs for each button

**Screenshot:**

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| **Copy/Image Needs** | **Copy/Image Provided** |
| **Button 1 (required)** | Contact us |
| **Button 1 Link** | (605) 312-4300 |
| **Button 2 (required)** |  |
| **Button 2 Link** |  |
| **Button 3 (not required)** |  |
| **Button 3 Link (not required)** |  |
| **Button 4 (not required)** |  |
| **Button 4 Link (not required)** |  |

**3). Content/Service Line Description**

* **Goal:** This section should clearly introduce visitors to explore partnerships with Sanford Health as a vendor. Specific educational material can be bulleted or highlighted in this section.
* **Text Headline:** recommended character maximum is 35 characters
  1. Do not make the page headline the same as the text in the header banner, as this would be redundant
* **Text**: 500-2000 characters recommended (there is no section maximum character count)
  1. **Use an active voice:** Bedirect and energetic to keep the reader’s attention.
  2. **Write at a 7th to 9th grade level**
  3. **Sentence Length**: Aim to keep most sentences to 104 characters or less
  4. **Paragraph length:** two-to-five sentences at most.
  5. **Break text into different headings**: This will make it easier for people to find the exact content they are looking for and categorizes content so a patient is less intimated by the amount of copy on the page.
  6. **Use bulleted lists**
* **Call-To-Action:** recommended 250 characters or less
  1. Drive individuals to call to make an appointment

**Screenshot:**



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| **Copy/Image Needs** | **Copy/Image Provided** |
| **Text Headline (required)** | Doing Business with Sanford Health |
| **Text (required)** | We set high standards of conduct, ethics and responsibility for our employees. We apply the same standards to our vendors.  We believe every vendor plays a role in our mission to provide health and healing – delivery personnel, representatives, technology providers and more. So we're careful to select suppliers who provide excellent service, value, cost-savings and innovation.  Every vendor approved to work with a Sanford Health hospital, clinic or facility must be registered and certified with us on an annual basis. (Fees apply.) We also have strict security policies to follow during on-site visits between all vendors and Sanford Health.  To learn more about becoming a vendor, read through the information here. Then contact us.   * [Information for Sanford Health Suppliers](https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/information%20sanford%20health%20suppliers.pdf?la=en) * [Vendor Relations and Certification Program Overview](https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/sh%20vendor%20relations%20certification%20program%20overview.pdf?la=en) * [Vendor Representative Certification Process](https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/vendor%20representative%20certification%20process.pdf?la=en) * [New Product Introduction Process](https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/sanford%20new%20product%20introduction%20process.pdf?la=en) * [Vendor Relations and Certification Program](https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/sh%20vendor%20certification%20program.pdf?la=en) * [Supply Chain Management Vendor Management Program](https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/vendor%20management%20program.pdf?la=en)   We look forward to learning more about your business. |
| **Call-To-Action (not required, but recommended)** | Before your first appointment, register your representatives with RepTrax. <https://www.reptrax.com/> |

**4). Location Tabbed Section –** one to six carousel slides are available

* **Goal:** Highlight location content that is specific to vendor information. This information should expand on the other information on the page, but should not highlight a specific service page that is linked out in the navigation. This could lead an individual to download a file, watch a video or click through to an educational resource page.
  + Unit is recommended, but not required on the page
* **Tab Name:** 40-character max recommended
* **Headline:** 30-character max recommended
* **Description:** 600 characters maximum recommended
* **Featured Carousel Content Options:**
  + Videos and content about procedures, doctors or treatments that relate to the specialty page
  + Related advertising campaigns or initiatives
  + Highlights/information about new services or physicians
* **Photo/Video – one per carousel slide (optional):** 690px by 310px
  + Medical Service Name\_Component Name\_Doctors Last Name (if included in the picture)\_Tab Name\_Image Size
* **Call-to-Action Button (optional):** 20-character max
* **URL (optional)**

**Screenshot:**

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| **Copy/Image Needs** | **Copy/Image Provided** |
| **Image/Video 1 (not required, but recommended)** |  |
| **Tab Name 1 (required)** | Bemidji Region |
| **Headline 1 (required)** | Learn About Supplier Relations in Bemidji |
| **Description 1 (required)** | In Bemidji, all vendors are required to check in at a RepTrax kiosk at every visit to a Sanford Health facility. To learn more about becoming a Bemidji area vendor, download the policies below. |
| **Call-to-Action 1 (optional)** | Download Now |
| **Call-to-Action URL 1.1 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/sanford%20health%20orientation%20non%20employee%20bemidji.pdf?la=en> |
| **Call-to-Action URL 1.2 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/or%20orientation%20bemidji%20specific.pdf?la=en> |
| **Call-to-Action URL 1.3 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/bemidji%20kiosk%20locations.pdf?la=en> |
| **Image/Video 2 (not required, but recommended)** |  |
| **Tab Name 2 (required)** | Fargo Region |
| **Headline 2 (required)** | Learn About Supplier Relations in Fargo |
| **Description 2 (required)** | In Fargo/Moorhead, all vendors are required to check in at a RepTrax kiosk at every visit to a Sanford Health facility. To learn more about becoming a Fargo/Moorhead area vendor, download the policies below. |
| **Call-to-Action 2 (optional)** | Download Now |
| **Call-to-Action URL 2.1 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/central%20processing%20surg%20ser%20instrumentation%20fargo.pdf?la=en> |
| **Call-to-Action URL 2.2 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/sanford%20cardiac%20cath%20lab%20fargo.pdf?la=en> |
| **Call-to-Action URL 2.3 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/sanford%20health%20orientation%20non%20employee%20fargo.pdf?la=en> |
| **Call-to-Action URL 2.4 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/corp%20fargo%20kiosk.pdf?la=en> |
| **Image/Video 3 (not required, but recommended)** |  |
| **Tab Name 3 (required)** | Sioux Falls Region |
| **Headline 3 (required)** | Learn About Supplier Relations in Sioux Falls |
| **Description 3 (required)** | In Sioux Falls, all vendors are required to check in at designated locations at every visit to a Sanford Health facility. To learn more about becoming a Sioux Falls area vendor, download the policies below. |
| **Call-to-Action 3 (optional)** | Download Now |
| **Call-to-Action URL 3.1 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/operating%20room%20sf%20instrumentation%20vendor%20requirements.pdf?la=en> |
| **Call-to-Action URL 3.2 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/or%20orientation%20specific%20sf.pdf?la=en> |
| **Call-to-Action URL 3.3 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/sanford%20health%20orientation%20non%20employee%20sf.pdf?la=en> |
| **Image/Video 4 (not required, but recommended)** |  |
| **Tab Name 4 (required)** | Thief River Falls Region |
| **Headline 4 (required)** | Learn About Supplier Relations in Thief River Falls |
| **Description 4 (required)** | In Thief River Falls, all vendors are required to check in at a RepTrax kiosk at every visit to a Sanford Health facility. To learn more about becoming a Thief River Falls area vendor, download the policies below. |
| **Call-to-Action 4 (optional)** | Download Now |
| **Call-to-Action URL 4 (optional)** | <https://www.sanfordhealth.org/~/media/sanford-health/pagefiles/sanford%20health%20orientation%20non%20employee%20trf.pdf?la=en> |

\*Please add additional rows for each tab that is highlighted in this unit