

UMMS MARKETING & COMMUNICATIONS

VIRTUAL SUPPLIER DIVERSITY FAIR



We promote UMMS

We promote UMMS by sharing the stories, services and vision of the medical system to our patients, community partners, employees, colleagues, media, government officials and our stakeholders.

We do this so:

- Patients choose to receive their health care with us
- Employees choose to work here
- We are “top of mind” as the health care leader of Maryland
- We are valued by our communities due to the support we provide
- We are known for our ground-breaking research and discoveries

100+ team members
across UMMS

Marketing & Brand Strategy

Media Relations & Corporate Communications

- Corporate Communications
- Creative
- Internal Communications
- Marketing
- Media Relations
- Physician Marketing
- Web Communications

Creative Communications

- Designers
 - Creative Director
 - Producer
 - Editor
 - Videographer
 - Photographer
 - Instructional Design
- Marketing brochures
 - Ads (print & digital)
 - TV commercials
 - Videos (web / social media)
 - Social media
 - Patient education collateral
 - Annual reports
 - Patient facing publications
 - Internal communications
 - Etc.

Services We Procure

- Our annual spend on services varies depending on the goals and priorities of each location
- Much of our work requires fast turnaround
- We value strong partnerships and are looking for partners that we can count on to deliver a product on time and on budget

The products and services that we use include:

- **Promotional products, tchotchkes and giveaways.**
- **Environmental graphics including banners, semi-permanent signage, and event materials.**
- **Printing services including brochures, flyers, posters, and mailings. Branded stationery is not included.**
- **Freelance graphic designers, writers, videographers, photographers, animators, illustrators, voice over talent, make-up artists, etc. A portfolio is required.**

Requirements / Process

- All creative talent are required to provide a portfolio.
- All vendors/talent are required to enter into a formal master service agreement with UMMS Contracting. This process takes 6-8 weeks to complete.
- Services for audio/visual tools, computer equipment and technology are contracted through the UMMS Information Systems & Technology team.
- Participation in a supplier fair or portfolio review does not automatically qualify a candidate or service to be an UMMS business partner.

To submit your services, products or talent for consideration
umms.org/booth