



TEALBOOK LAUNCHES FIRST ONLINE VENDOR PLATFORM TO IMPROVE AND SIMPLIFY THE HEALTHCARE INDUSTRY RFP PROCESS

tealbook — a unique, online sourcing tool — will help healthcare companies streamline the Request For Proposal (RFP) process to make it more targeted and efficient

New York, Dec. 2, 2014 /CNW/ - Matchbook, Inc., a company dedicated to connecting healthcare companies with service providers that best fit their needs, today announced the launch of tealbook, an online sourcing tool that will help healthcare companies streamline their search, evaluation and selection of service partners to support their business needs, by quickly connecting clients to their vendors and providing credible recommendations based on their specific requirements and criteria.

"There is growing demand from healthcare companies to quickly identify credible partners that can support important functional departments including clinical, medical affairs, regulatory, marketing, training, sales, supply chain, operations and manufacturing – and the sourcing managers who support them," said Stephany Lapierre, President, Matchbook Inc. "tealbook will provide the healthcare industry the most robust, credible and intuitive vendor database that is connected in real time. tealbook's goal is to improve healthcare companies' established RFP process to make it simpler, targeted and more efficient by quickly identifying and validating vendors that can best support their needs."

The name tealbook was inspired by a vision to give healthcare clients an online address book that would allow them to quickly connect and find the most up to date service providers and agencies. With tealbook, healthcare clients will receive information from their vendors and industry experts, stay on top of industry trends through its curated, real-time social media and news feed and ultimately leverage valuable knowledge to help meet their business goals.

Through tealbook, clients will also be able to review recommended candidates' profiles and invite these selected service providers to submit a personalized, 10-slide presentation focused on their specific Requests for Information (RFI). This validation process has been successfully used by more than 250 RFPs managed by Matchbook over the last seven years. With this tealbook feature, healthcare companies will quickly find the strongest vendor matches for their RFP, ultimately making the RFP process simpler, targeted and more efficient for both clients and vendors.

Additionally, tealbook's unique algorithm can help healthcare clients grow their tealbook by identifying additional credible vendors based on industry endorsements for similar needs.

"tealbook is a win-win for healthcare companies and vendors alike," continued Lapierre. "Employees of healthcare businesses can bring their vendor connections to life, all in one place and at no cost, while vendors can keep top-of-mind with clients and focus their resources on targeted RFPs that are more likely to generate new business."

Since September 2014, tealbook has enlisted more than 60 of the industry's leading vendors to join its database, with that number growing daily. In the first quarter of 2015, tealbook will begin enlisting corporate memberships, allowing sourcing managers to build their master databases of companies, capitalize on employees' vendor insight, promote and search for them based on status and experience, track and issue efficient RFIs, and become subject matter experts, thanks to curated industry content delivered via tealbook's feed.

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