

Editor's Corner

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...'Raising The Bar' for Collaborative Communication Between OEM and Supplier

With intended symbolism, our cover sketch of Da Vinci's 'Vitruvian Man' is meant to help visualize elements of commonality that are inherent in all serious discussions relative to 'supply chain management' (SCM). Central to this theme is the recognition that SCM begins and ends with your customer, and that solutions are designed to optimize the flow of information and materials from order entry through to delivery.

Plan-Source-Make-Deliver is an oft-cited approach to structuring a framework for building such solutions. In BONEZone, we deploy the term "Strategic Sourcing" to indicate our primary emphasis upon the Source-Make components of the matrix. That is, the purchasing of goods, and the contracting out of manufacturing-related services to third-parties. As outsourcing has historically played a key role in the orthopaedic product development process, most organizations already recognize the derivative value of adopting sourcing as an integral part of their business strategy.

More than "best price." As the objective of Strategic Sourcing is to provide a continuous supply of goods and services while optimizing value, it's relatively easy to understand the impact of quality, price, delivery, and service in the procurement equation. However, true strategic sourcing is more than simple negotiation of the best price. Strategic sourcing involves analysis of spend across the enterprise, the development of a supply strategy that reduces the total cost of ownership of purchased materials, and the management of supplier performance after negotiation.

Supply chain visibility. In this issue, we introduce the *2002 Supplier Directory* as the first-ever compendium of Players comprising the Orthopaedic Industry Supply Chain. BONEZone is a mechanism to provide you with whatever you need to stay current with the latest trends in goods and services provided by third-party vendors, and will morph into a stand-alone 'Buyer's Guide' for our industry's outsourcing professionals. BONEZone will assist in your identification of valued supply chain partners, foster strategic supplier growth, and uncover potential partnering opportunities for our industry's continually growing supplier base.

In the 'Zone'. Above all, BONEZone is designed to facilitate your growth and profitability by 'raising the bar' for collaborative communication between OEM and Supplier. *How?* By serving as a pipeline that allows you to chart the course in spotlighting issues, addressing concerns, and obtaining answers to questions of strategic value to OEMs and Suppliers alike. Editorials and commentary are programmed for timely relevance with respect to current OEM-Supplier challenges. Content will span the far reaches of the Source-Make continuum. In this issue, our guest editors provide threshold contributions for peering into the Zones of Orthopaedic Biomaterials, Device Standards, Contract Manufacturing, and Supplier Productivity. Whatever your expression of strategic sourcing need, we'll steer BONEZone in the direction you want to go.

Optimized processes, sustainable savings, and true strategic advantage — that's what it's all about. Stay with us as we travel in, around, and through the Zone.



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