

Business Development Collateral System

Owens & Minor | 2026

Role: Content Development (Content, Strategy, Concept)

Deliverables: BD Folio/Brochure, Rep Sheets, White Paper

The brief

Owens & Minor stood up its first dedicated Business Development department, a team focused on high-level, in-person sales meetings with prospective healthcare partners. They needed collateral that didn't exist yet. Not a capabilities deck. Not a one-pager. Something a BD rep could leave behind after a face-to-face meeting that would tell the Owens & Minor story clearly, give the prospect something worth keeping on their desk, and open the door to a deeper conversation about what a partnership could look like.

What I built

The BD folio brochure. The core piece is a printed folio, a physical brochure with a pocket system that lets the BD team customize what they leave behind based on who they're meeting with. The brochure itself covers who Owens & Minor is, the brand portfolio, operational investments, service capabilities, and company purpose. It's designed to work at the executive level: clean, specific, confident without being heavy-handed. The folio pocket is what makes it flexible. Depending on the sales call, the rep can insert collateral tailored to that conversation, such as product information for HALYARD* surgical solutions, details on distribution and technology services like QSight® or SurgiTrack®, or specific service line overviews. No two leave-behinds must be the same, but they all feel like they belong together.

The Rep-specific sheets. Each BD rep gets a personalized insert that lives in the folio. One side leads with a supply chain assessment offer — a structured engagement valued at \$250,000 that walks prospective partners through a facility walk-through, master data analysis, item strategy, and a strategic summary with actionable recommendations. It's not a generic "let's schedule a follow-up" ask. It's a tangible, high-value reason to keep the conversation going. The other side maps the full Owens & Minor portfolio of products and services with a QR code that links directly to a dedicated web page where the prospect can connect with the BD Rep. It bridges the physical leave-behind to a digital channel, a small detail, but one that matters when you're trying to make it as easy as possible for a prospect to re-engage after the meeting ends.

The white paper. Once the folio was in final proofing, I recognized that the core narrative — Owens & Minor's end-to-end supply chain control as a differentiator — had more room to run. The brochure tells that story in bullet points and brand language. A white paper could tell it with depth, industry context, and a real argument that would resonate with the supply chain leaders and procurement executives the BD team sits

across from. The result is “From Disruption to Resilience: Why End-to-End Supply Chain Control Is the Future of Healthcare Delivery.” It’s written to stand on its own as a thought leadership piece — something that could live on the website, get distributed at trade shows, or sit right in that folio pocket as a deeper-dive companion to the brochure. The first half builds the case for why end-to-end control matters without mentioning Owens & Minor at all. The second half shows what it looks like when a company has built it.

How the pieces work together

The system is designed around the way the BD team sells. A typical meeting might go like this: the rep walks a prospect through the folio brochure to establish who Owens & Minor is and what makes the company different. During the conversation, the supply chain assessment offer on the rep sheet gives them a concrete next step to propose — not a vague “we’ll follow up” but a defined engagement with real deliverables. The QR code makes it easy for the prospect to reconnect digitally after the meeting. And if the conversation calls for it, the white paper stays behind as a credible, deeper read that the prospect can share with their internal team — the CFO, the VP of supply chain, the people who weren’t in the room but need to be convinced.

Every piece serves a different moment in the sales conversation, but they all share the same voice, the same visual identity, and the same core argument. That’s the difference between a folder full of collateral and a content system.

Reception

The BD folio generated immediate enthusiasm from executive leadership on down. It filled a gap the company hadn’t addressed — physical, high-quality collateral purpose-built for the kind of relationship-driven selling that happens in conference rooms, not inboxes. The modular pocket system was particularly well received because it solved a practical problem: the BD team meets with different types of buyers and needed a system that could flex without looking pieced together.

Why this project matters

This wasn’t a single deliverable. It was a content system built from scratch for a department that didn’t have one. It required understanding the sales motion (high-level, consultative, in-person), the audience (healthcare executives evaluating supply chain partners), and the practical constraints (it has to work as a physical leave-behind while still connecting to digital channels). The rep sheets show an ability to design content that drives a specific business outcome — in this case, converting a first meeting into a \$250K assessment engagement. The white paper extension demonstrates the ability to take a short-form narrative and expand it into a credible long-form argument without losing the thread. And the system shows what it looks like when content strategy and sales strategy are built together instead of bolted on after the fact.
