



# Capacity Building Workshop

## Wednesdays, February 11 - March 4, 2026 8:30 - 10:00a.m.

The University of Maryland Medical System (UMMS), in collaboration with The University of Maryland Robert H. Smith School of Business, welcomes you to the Joint Supplier Capacity Building Workshop. This six-week training program is part of the UMMS to strengthen and expand the network of diverse, local businesses engaged in UMMS procurement. **This program is designed for small and emerging businesses seeking entry into the UMMS procurement system.**

### Program Goals

At the conclusion of this program, you will be equipped to:

1. Articulate the value proposition of your enterprise.
2. Expand your capacity to create growth-oriented business plans, manage financial health, improve operations with AI, and market strategically.
3. Network and build relationships with UMMS contracting staff.



February 11 (Virtual)	<b>Introduction &amp; Value Proposition</b>	Identify your organization's unique value to the healthcare supply chain.
February 18 (Virtual)	<b>Business Planning</b>	Create one- and three-year business plans setting a strategic path for growth.
February 25 (Virtual)	<b>Accessing Capital</b>	Explore cash flow management, debt, and partnership opportunities for growth.
March 4 (Virtual)	<b>Managing Processes</b>	Examine AI tools to increase efficiency and extend capacity.
March 11 (Virtual)	<b>Marketing &amp; Customer Engagement</b>	Exploring digital marketing, CRM systems, and AI-driven strategies for reaching and retaining customers.
March 18 (In-person, location TBA)	<b>Networking &amp; Coaching</b>	Connect in-person with UMMS contracting staff.

### Learning Materials

**Complimentary access to the University of Maryland Smith School's Marketing Management asynchronous online course is provided in advance of the live sessions.** The course focuses on foundational knowledge in market positioning, customer engagement, and business development.