



PLATINUM RAINMAKERS

CASE STUDY:

THUNDER MEDICAL, LLC

SITUATION:

A small, start-up medical supplies company founded by Jet Parker.

CHALLENGE(S):

- Had a woman-owned; American Indian owned status but
- With only two owners, it was difficult to secure larger regional or national accounts that Thunder was not capable of delivering to on a timely basis

STRATEGY:

Research the \$144 billion wholesale medical/dental suppliers for an industry leader that would form a joint venture or teaming alliance with Thunder. After choosing Henry Schein, an \$8 billion enterprise with a corporate culture well suited to Thunder's objectives, I used Rainmaker connections to get to the

RESULTS:

- Secured an agreement with Henry Schein, an \$8 Billion industry leader
- The agreement enables Thunder to service any client in the U.S., delivering 92%-plus of the orders within 2 days
- Expanded Thunder's small private line of health products to more than 200,000 medical and dental products, making it easy to secure the business of large Tribes, major health systems and government contracts

