

Slay your worst growth-blocking nightmares with one solution.



Next-gen technology is finally helping medical device companies tackle longstanding challenges in a practical and economical way.

Visibility into your device inventory is the key to getting every penny of value from on-hand inventory and ensuring every product delivers maximum economic value. But the unique challenges of medical device manufacturers and distributors don't make it easy, e.g.:

1. Managing consigned and loaned inventory
2. Meeting your growth goals—without increasing headcount
3. Pricing discrepancies driven by multiple/complex channels

Given these intricacies, the best solutions come from experts who are steeped in the industry as well as technology.

Finding solutions that work for both operations and sales

Different areas of your company may have different levels of automation/technology adoption. It's important to encourage open dialogue between these disciplines within your organization to find solutions that will satisfy both teams. For many, the operations side may have a bit of a head-start, as

industry- or task-specific platforms for these activities have slightly more time on the market.

For the sales folks, the big CRM players (e.g. Salesforce) may provide some functionality, but nothing that comes close to the actual needs of medical device reps in terms of real-time inventory visibility, case management and transaction management.

Top solutions (e.g. ImplantBase) can point to adoption rates by sales organizations that exceed 95% because they offer game-changing functionality.

Calculating the upside / ROI

Even after you're convinced you need better technology, you may still have to make a case to leadership or investors. Looking at both the hard costs and "opportunity costs" can offer some persuasive evidence for action.

One company that has measured the bottom-line results of their investment in inventory management is Medline UNITE. As a forward-looking team the

company's foot and ankle division implemented a field inventory management system beginning in 2017.

The improvements tracked by adding ImplantBase included overall revenue growth, growth in surgical case volume, order entry time, and field adoption of the technology (by their team of outside distributors whose attention is courted by other manufacturers as well). Their results showed truly significant gains.

- > 400% revenue growth
- > 500% growth in surgical case volume
- > 92% field adoption
- > 10X reduction in order-entry (from 20 minutes to under 2)

If you're interested in discovering a proven way to fight your nightmares, visit www.implantbase.com for lots more evidence and examples.



ImplantBase