

AN IMPLANTBASE SUCCESS STORY:  **TOTAL
JOINT
ORTHOPEDICS**

TOTAL JOINT ORTHOPEDICS DIGITIZES AND TRANSFORMS ITS MEDICAL SUPPLY CHAIN

The orthopedic medical device industry is under increasing pressure as companies strive to digitize their supply chain and inventory practices to keep up with rising surgical volumes and complex global channels. Read on to learn how Total Joint Orthopedics, an orthopedic implant manufacturer, improved data accuracy, strengthened relationships with sales reps, and transformed its supply chain to achieve better business outcomes.



“Data integrity was one of the biggest problems we had before switching to ImplantBase.”

— Kris Carter Operations Manager, Total Joint Orthopedics

THE SITUATION

Founded in 2009 and based in Salt Lake City, Utah, Total Joint Orthopedics specializes in producing high-quality implants for hip and knee replacements. The company prides itself on easy-to-use materials and streamlined instrumentation (only three trays for each surgery) to improve operating room efficiency. This approach provides relief to surgical staff and sales reps by reducing storage costs and sterile processing needs within hospitals. Their goal is to ensure surgeons achieve consistent post-operative results, whether they perform 50 or 500 surgeries annually.

Despite its efficiency-focused business model, Total Joint Orthopedics was dissatisfied with its inventory management system tools. The company first tried an SAP cloud-based solution that was made for smaller, non-orthopedic organizations. After finding it to be inadequate, they resorted to using spreadsheets to track inventory. The required manual labor was significant since an activity like transferring an instrument set could require individually logging up to 250 part numbers. Constant communication with sales reps about inventory status was key. Any lapse in keeping the spreadsheets perfectly updated resulted in poor inventory accuracy, which became costly.

This cumbersome system created headaches for operation managers like Kris Carter who was responsible for inventory management. The lack of data integrity impacted business efficiency and eroded trust in the field. Messy inventory data led to frequent misunderstandings with sales reps about inventory status and levels. It was clear that Total Joint Orthopedics needed a better solution.



PROBLEMS TO SOLVE

- SAP cloud-based solution not suitable for inventory tracking needs
- Unreliable data for managing inventory created frustration
- Reliance on spreadsheets, conversations and emails
- Unnecessary manual labor
- Eroding trust with sales reps
- Risking brand reputation and stakeholder relationships

THE SOLUTION

Total Joint Orthopedics, seeking better reporting tools and optimized inventory accuracy, began exploring alternative options.

The company evaluated six different software solutions, including Salesforce, and even considered building an in-house system before ultimately choosing ImplantBase. It was important to choose a solution that could easily and quickly integrate with their existing systems and was user-friendly to their sales team. A key reason ImplantBase stood above the competitors is that its functionality and interface was designed by former orthopedic industry people (reps, OEM Operations and Customer Service), ensuring a deep understanding of their needs. Given that their reps were independent, all carrying multiple product lines from different companies, being efficient with their time was crucial. Today, 90% of their sales reps have adopted the ImplantBase solution, with adoption steadily increasing.

More importantly, ImplantBase's inventory management solution enabled the company to digitize the last-mile processes of their supply chain and achieve 99% inventory accuracy. The platform has allowed the team to know with a high degree of confidence where implants and instruments are at all times. By improving trust, communication and workflows, it has helped maintain strong relationships with key stakeholders: surgeons, hospitals, & sales reps.



BENEFITS ACHIEVED

- 99% inventory accuracy
- 90% sales rep adoption
- Digital transformation of manual processes
- Streamlined communication
- Improved visibility and forecasting of inventory levels

“Building back the trust of our sales reps with ImplantBase has been one of the biggest wins.”

— Kris Carter, Operations Manager, Total Joint Orthopedics

ABOUT IMPLANTBASE:

ImplantBase helps orthopedic medical device companies drive better performance through visibility and control of inventory, sales ops, and supply chain to increase profitability and accelerate growth.

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