

"GHX Mobile Solutions is the backbone of our entire Pain Management business process, from pre-sales calls to device registration to warranty tracking. We now have the framework to scale rapidly while maintaining complete control over all of our activities."

*-Scott Hebl, Director,
Information Systems,
Advanced Bionics
Corporation*



Challenge

Advanced Bionics Corporation is a global leader in the development of implantable, high technology neurostimulation devices. The company was in the process of streamlining their customer service operations in the midst of enjoying an increased demand for its pain management products. To meet these growth demands, Advanced Bionics made plans to increase their pain management sales force from 20 to 300 over a three year period -- but without significantly increasing the size of their highly reputable customer service team.

With the anticipated growth, Advanced Bionics needed to improve their sales and marketing processes. Sales representatives were using manual, paper-based processes to perform daily activities including the submission of purchase orders, reporting procedures, scheduling or tracking surgeries and requesting products. That meant frequent calls to customer service, burdening customer service staff and reducing time spent with their customers.

Also, Advanced Bionics -- like all medical device manufacturers -- had to comply with stringent government regulations and ensure management of patient registration, warranties and device tracking. The company needed to prepare for the increased load of administering this information. And lastly, management needed to gain real time access to sales data in order to make informed business decisions.

Advanced Bionics had to address all of these challenges or else growth would be restricted. This meant finding a solution that could:

- Handle a complex buying process
- Manage physician contacts, many affiliated with multiple hospitals
- Enable patient and device registration
- Provide scheduling and tracking capabilities for surgical cases
- Track products to comply with FDA regulations

Solution

Partnering with GHX Mobile Solutions, Advanced Bionics provided their sales team with iPAQ handheld devices fully equipped with GHX applications that support sales force automation, marketing, training, supply chain and inventory management specifically for the healthcare industry. It also integrated with the company's ERP system for maximum efficiency.

"We looked at all of the players in the market but only GHX Mobile Solutions focused on medical devices," said Hebl. "No other applications were tailored to the needs of our industry."

Benefits

GHX Mobile Solutions applications encompassed all of the features that Advanced Bionics needed to automate and manage its business processes from start to finish. Replacing manual process with automated and electronic processes integrated with the company's ERP system, Advanced Bionic sales representatives can now:

- Organize and access detailed physician/hospital contact information, call history and sales history
- Access up-to-date product information, pricing, reimbursement schedules, clinical tests and competitive comparisons
- Obtain real-time visibility into surgery schedules and purchase order tracking
- Assemble and prepare documents for upcoming sales calls
- Record call notes and manage follow-up tasks
- Schedule surgery cases
- Perform inventory audits
- Conduct on-site patient and device registration

This fully integrated, custom solution provides Advanced Bionic's executives an immediate and accurate view into daily sales activities, and enables well-informed business decisions. The automated processes ensure the company continues to meet FDA regulations. With GHX Mobile Solutions applications, Advanced Bionics now has the processes and personnel to effectively manage its continued growth.

"There are so many unique tasks associated with medical device sales from registration to post-market surveillance." said Hebl. "The GHX Mobile Solutions application does everything for us automatically."

