

A GHX Case Study

BARD

Medical Manufacturer Doubles Productivity by Leveraging e-Commerce Tools

Challenge

Many of BARD's customers were connected through GHX, but not all fully utilizing the ability to transact business electronically within all of their hospitals or across all BARD divisions. Because BARD is a multi-divisional company, some of its customers did not have an aggregated view of the business they were conducting with the company as a whole. In fact, some providers were transacting electronically with some BARD divisions but manually with others. This increased the probability of purchasing and invoicing discrepancies. As a result, BARD had to allocate valuable customer service resources to address and resolve errors throughout the purchasing process.

Solution

To drive more transaction volume through e-commerce, BARD implemented a very targeted account approach, using a combination of internal reports and GHX tools and resources, to identify low e-commerce utilization customers. The company then worked closely with GHX and its customers to increase the number of orders placed electronically.

BARD created a top 10 tracker that included customers considered highly manual and then reached out to these customers to determine why they were not transacting more volume electronically. They then partnered with GHX to provide these customers with the support they needed to increase electronic transactions.

"We proactively approached customers to provide them with details on which of their transactions were automated with BARD and which were not—right down to the facility level and by division," said Jackie Ference, manager of Marketing Programs, C.R. Bard, Inc. "In doing so, we were able to show them where automation wasn't happening, why it wasn't happening, and provide support to help them get it done. Often this was a very eye-opening experience for our customers."

In addition to utilization, BARD also identifies new customers that have recently signed with GHX through GHX's bi-monthly newsletters. It reaches out to those

Overview

C. R. Bard, Inc. is a leading multinational developer, manufacturer and marketer of innovative, life-enhancing medical technologies in the fields of vascular, urology, oncology and surgical specialty products. By partnering with GHX to drive more transaction volume through e-commerce, BARD has been able to meet customer needs, improve order accuracy and increase operational efficiency. As a result, the company has more than doubled in size over the past 10 years without needing to add customer service support.

customers to ensure they have everything they need to begin transacting electronically through the GHX exchange. The company works with the GHX team to complete boarding requests for its customers, and then BARD and GHX monitor the initial orders to ensure they are successfully transmitted.

C.R. Bard, Inc. also provides monthly updates to the GHX AllSource® product content repository to help synchronize data with its customers. Participation in GHX Content Intelligence®, meanwhile, corrects order errors during the transactional process and provides BARD the visibility to work with its customers to make data changes in its item master. With these tools, a customer can place more accurate orders with BARD even if they've not completed an item master cleanse. The result is improved order accuracy and a more positive customer experience.

Using GHX's My Exchange Order Center, the BARD team can review raw data and purchase order discrepancies to assist during the transactional process, further improving order accuracy. In addition, BARD uses the quarterly reports from My Exchange to identify the top 10 customers by discrepancy type to proactively reach out to its customer base for resolution.

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Results

By partnering with GHX to drive improved utilization within its customer base, BARD is processing more high-quality, accurate electronic orders that require fewer resources to manually correct errors downstream. As a result, the company has been able to more than double in size over the past 10 years without adding additional customer service support.

"By working with GHX and our customers to increase the volume of electronic transactions, we now have cleaner orders that are submitted to the correct BARD divisions," said Ference. "As a result, these orders require less downstream attention, enabling us to focus our resources on more strategic activities to support our company's continued growth."

Benefits

C.R. Bard, Inc.'s partnership with GHX has enabled the company to:

- Drive more transaction volume through e-commerce
- Improve order accuracy
- Increase operational efficiency
- More than double in size over the past 10 years without needing to add customer service support