

**CASE STUDY**

Cordis Transforms Credentialing with GHX, Fueling Sales and Growth



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Shabana Lakdawala,
Sales Enablement Manager,
Cordis

Highlights



Reduced administrative burden gives teams more bandwidth to focus on sales related initiatives that drive growth



Reallocating time where it's most needed helps maximize resources and positively impacts customer support



Customers can access life-saving products faster

› CHALLENGES

- Divestiture forced changes to the vendor credentialing process
- Credentialing delays impacted sales reps' ability to access customer facilities

- Heavy admin burden diverted focus from high-value activities

› SOLUTION

Cordis worked with GHX to help:

- Streamline their vendor credentialing process through a trusted managed service to improve efficiency
- Build a strategic partnership with experienced credentialing professionals, whose knowledge helps them stay ahead of the curve

- Develop a customized Vendor Credentialing Program to help keep reps compliant and sales-ready
- Implement a centralized document repository to organize and store compliance documents

› RESULTS

- Administrators spend **50% less time** on credentialing management
- **Invested time savings** into process improvements prioritizing customer engagement

- **Increased efficiency** enables sales reps to build stronger relationships and expand their reach

Customer

Cordis is a global leader in cardiovascular technology, with over 60 years of experience developing groundbreaking medical devices. The company continues to drive innovation in interventional cardiology, delivering solutions that improve patient outcomes worldwide.



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Challenges

NAVIGATING THE VENDOR CREDENTIALING PROCESS AFTER A DIVESTITURE

Efficient vendor credentialing is the backbone of healthcare businesses. It helps **ensure sales teams can enter facilities smoothly and gain faster access to key decision-makers**. When a company is fully credentialed and compliant, it **improves sales productivity, accelerates market penetration, boosts contract opportunities and ultimately supports improving patient outcomes**.

However, during periods of business transition—such as mergers, acquisitions and divestitures—the process can become severely disrupted. Sales enablement teams, already busy supporting sales reps, can **find themselves quickly consumed by an extra administrative workload**.

Following a company divestiture, this was the new reality for Cordis, a cardiovascular care leader. Suddenly, Cordis had to take full ownership of the end-to-end vendor credentialing process, a task that previously fell to its parent company.

THE NEW WORKLOAD HINDERED THE SALES ENABLEMENT TEAM'S EFFICIENCY

Assuming the additional responsibilities weighed heavily on Cordis's already busy sales enablement team. **Overseeing the credentialing process was a new challenge**, and they didn't have experience navigating and managing the various requirements from one hospital to the next. Suddenly, the sales enablement team, led by Sales Enablement Manager Shabana Lakdawala, was caught in a **repetitive cycle of low-impact, time-consuming duties**. They lacked internal systems to handle the tasks and quickly became overloaded.

"We were piecing together information, which slowed our response time, and we couldn't get things to reps as quickly as they needed," says Shabana. "This caused delays accessing customer sites, leading to reps rescheduling and missing opportunities to support customers."

Cordis recognized the **need for an experienced partner to help manage the credentialing process**. By reducing their administrative load, they could refocus on growth.

Solution

COMBINING A COMPREHENSIVE ASSESSMENT WITH INDUSTRY KNOWLEDGE

The right business partner would add tremendous strategic value to the business. Cordis **followed the trusted recommendation of an industry peer**, who directed them to [GHX Credentialing Managed Service](#). Confident in the endorsement, Cordis chose to partner with GHX, setting the stage for a rapid resolution of their credentialing issues.

GHX began with a thorough assessment of Cordis' existing processes and workflow, addressing operational gaps caused by the divestiture. Then, **GHX equipped the team with the necessary knowledge** through training and documentation, preparing them for long-term success.

GHX also worked with Cordis to customize a Vendor Credentialing Program to their unique business needs. It included a comprehensive process guide clarifying responsibilities for both Cordis and GHX, providing structure and efficiency. This approach **streamlined workflows by eliminating redundancies and centralizing compliance documents**.

In just three months, GHX successfully guided both the sales enablement team and 200 sales reps through the entire credentialing process, empowering them to become proficient in a process they previously found overwhelming.

“As soon as we started using GHX’s Credentialing Managed Service, they knew exactly what we needed—even when we couldn’t anticipate it ourselves.”

Shabana Lakdawala

KEEPING SALES TEAMS ORGANIZED AND IMPACTFUL

An early win for Cordis was GHX implementing Document Repository, enabling Cordis to efficiently organize and store company-level compliance documents. The system made it simple for internal teams to retrieve documentation, **minimizing access delays and keeping sales reps—and business operations—moving**.

Shabana explains, “This repository houses all our credentialing documents and creates repositories for each of our sales reps. So, when they’re accessing different facilities, our reps don’t have any barriers to entry and are always sales-ready.” Using GHX’s knowledge and experience to stay ahead of changing requirements.

In addition to the initial setup, GHX provides ongoing support to Cordis through regular meetings aimed at **continuously refining the credentialing process**. GHX’s familiarity and understanding of the industry is especially valuable as complex and evolving requirements arise.

“The biggest benefit of working with GHX is that they are extremely well-versed about their area,” says Shabana. “They keep us ahead of the curve by bringing us valuable updates on changes in the credentialing world that we wouldn’t always be aware of. They are skilled professionals and have created a true partnership.”





Results

REDUCING THE CREDENTIALING WORKLOAD MEANS MORE TIME FOR CUSTOMER-CENTRIC ACTIVITIES

Through partnering with GHX, Cordis **saw a 50% reduction in the time the sales enablement team spends on credentialing-related tasks.**

"We're now able to allocate time where it's really needed, **while remaining 100% confident that GHX is helping our sales reps manage their day-to-day credentialing needs**," says Shabana. "This positively impacts our ROI and bottom line."

With the time saved through GHX's support, Cordis can focus on growth-driving initiatives, such as streamlining the customer onboarding process and accelerating account setup.

"With more support, we can speed up account creation and get products to customers faster. This helps us **support Cordis's revenue goals and ensure healthcare providers have timely access to the products they need for critical procedures**," says Shabana.

The **time saved from outsourcing credentialing tasks allows the team to prioritize essential process**

improvements and strategic growth initiatives that were previously delayed.

"As we transition to becoming an independent division, we're putting more time into building efficient processes," says Shabana. "We're also dedicating time to cleaning up customer data, removing duplication, ensuring accurate billing and preventing downstream invoicing issues."

According to Shabana, relieving the burden of day-to-day credentialing tasks has had a far-reaching impact. "**The work we're doing now honestly helps everybody across the company—and our customers**," she says.

BUILDING TRUST WITH CUSTOMERS AND EXPANDING THE REACH OF THE SALES TEAM

With the weight of credentialing lifted, **Cordis' sales team is free to focus on more impactful work**. Credentialing requests that **once took seven days to process are now completed in just two to three business days**, and often much faster. This speed and efficiency help reps access more facilities and build strategic relationships they might not have been able to before.

"Our reps get in front of doctors fast, enabling us to bring life-saving products into those organizations. It has helped us expand our reach, which has a real impact on the sales team's success," says Shabana.

Beyond operational efficiency, working with GHX's support **helps improve team morale and strengthens customer retention.**

"With GHX handling credentialing, my team can focus on using their skills to bring new value to Cordis, boosting employee satisfaction," says Shabana. "When customers expect a rep on site, they know there won't be an issue. This reliability builds trust and helps us retain customers, while allowing them to focus on what really matters—delivering for their patients."

DELIVERING UNMATCHED SUPPORT AND VALUE

Shabana is confident that GHX has become an indispensable partner for Cordis.

"We couldn't imagine our lives now without GHX's support," says Shabana. "They genuinely care about making our lives easier and nothing is a burden to them. No matter if your field team is large or small, **GHX will accelerate your learning and help you stay ahead in a constantly shifting world.**"



»» **A credentialing solution to fit the needs of your business.**
[Learn more about Credentialing Managed Service.](#)

"GHX Credentialing Managed Service is one of those services where we feel we're getting even more benefit than we pay for."

Shabana Lakdawala