



# Engage Your Customers

Integrated Care Coordination Platform supports higher revenue growth, as well as cost and time savings for the sales team

CASE STUDY

“Customer survey showed a 17% increase in ‘ease of doing business’ with the manufacturer as compared to the control group, which resulted in faster growth of sales at target user sites.”

## SITUATION

A large global manufacturer was searching for an effective and cost-efficient solution to manage its high-cost inventory. In addition, the global medical device manufacturer was looking for ways to help

hospitals and Ambulatory Surgery Centers (ASCs) by being able to better respond to changes in surgery schedules and physician preferences.

## ACTION

The global medical device manufacturer implemented an integrated technology solution at select sites. This solution is digitally integrated, capable of sharing electronic medical record

(EMR) and picture archiving and communication system (PACS) data in real-time to chosen care coordinators within a HIPAA-compliant environment.

## RESULTS

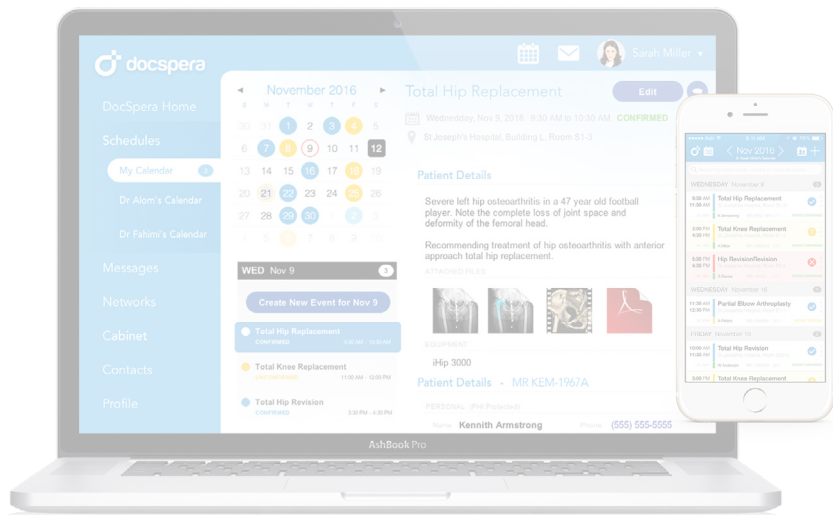
DocSpera's Care Coordination Platform was quickly integrated at more than 40 sites. Each site received training on the easy to use system by the DocSpera Professional Services team. The majority of the surgeons at these centers began to use the system routinely. Within the first six months, over 5,000 total procedures were digitally

integrated via the platform. Of the nearly 3,000 cases were templated, nearly 50% of which were Hip cases, and remainder were Knee surgeries. The speed and scale of integration and utilization were relatively quick, demonstrating the ease of use and value of the solution.

## OUTCOME

Preliminary results showed a 16% inventory reduction in loaner's utilization at integrated sites. This corresponds to a possible cost savings in re-processing alone of nearly \$1.1 Million during the 6-month study. Additionally, this reduction in trays saved over \$100,000 for the medical device company. The more critical results were valuable for the commercial team. This case and care coordination solution eliminated the labor-intensive and time-consuming tasks performed via antiquated methods. According to the company's

internal analysis, their sales consultants saved between 4-5 hours per week, more than 10% of a workweek, time that could be spent on productive customer engagement. A customer survey showed a 17% increase in "ease of doing business" with the manufacturer as compared to the control group, which resulted in faster growth of sales at target user sites. Consequently, this also meant benefits for the case scheduling team and ultimately for the patient and the surgeon.





## About DocSpera

DocSpera is a fast-growing premier healthcare technology company disrupting patients' care coordination and navigation in surgical episodes. The company provides cloud software solutions and data insights for Providers and Medical Device Manufacturers.

### HEADQUARTERS

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