

CASE STUDY



To effectively manage case scheduling, billing, and inventory in the field, medical device companies are increasingly turning to technologies like ConnectSx to eliminate waste and drive value for all.



Challenge

Engaging field distribution to streamline operations and improve overall sales

- Improve Rep Focus / Commitment
- Streamline Internal Operations
- Reduce Days Sales Outstanding

Objective

Make it easier for distributors to sell, manage, bill, register, and track Aevumed products without adding overhead to the back-office.

Solution

Implement integrated digital tools that:

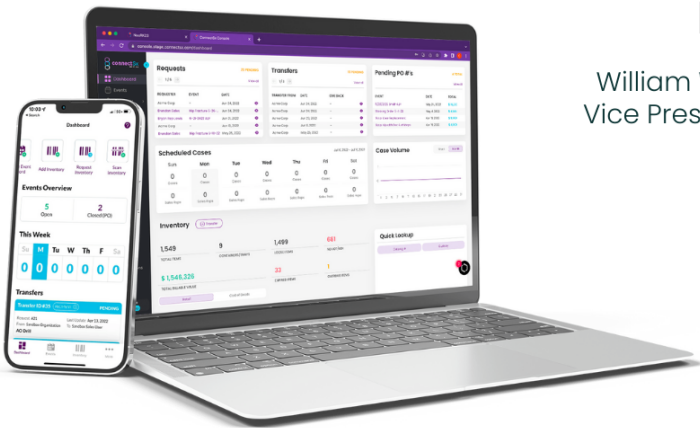
- Deliver value to Distributors and Reps by simplifying cumbersome workflows.
- Create true visibility and traceability for all assets in the field.
- Provide a proactive view into cases as they're scheduled, not after they've happened.

Overview

As a young company looking to establish itself, Aevumed needed a way to track inventory, schedule cases, manage billing, and govern critical data for regulatory obligations. Aevumed partnered with ConnectSx to support their goal of providing high quality products and services while minimizing friction in their internal workflows.

“WITH CONNECTSX, WE GET PAID FASTER AND OUR REPS GET PAID FASTER”

William Warrender Jr.,
Vice President of Sales



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Enabling Sales Teams

Aevumed, like many start-ups, was concerned their product would not be top of mind for their independent sales team. Moreover, if their process wasn't frictionless from the beginning, reps might be less inclined to devote time to selling their devices.

- ConnectSx allows Aevumed to deliver a centralized and efficient mode for managing critical case and sales data without adding hours to the reps day.
- Using ConnectSx helped Sales Reps reduce billing errors by using standardized data, accessible at the tap of a finger, speeding up the payment process for everyone.
- Using ConnectSx allows Aevumed's field team to schedule cases and request inventory from the warehouse instantaneously, supporting logistics and forecasting and reducing unnecessary communications effort.

Streamlining Operations

Emerging medical device companies rarely have huge budgets that can hide waste and inefficiency. Implementing tools to support best-in-class practices can save hundreds of person hours per year and tens to hundreds of thousands of dollars in product and productivity waste.

- The ability to view and plan around case schedules enhances Aevumed's ability to efficiently utilize all available inventory, regardless of location.
- A real-time view across their entire forecasted case schedule allows Aevumed to more effectively plan for future inventory needs, minimizing back orders.
- By building value chain transparency, Aevumed can spot inventory utilization issues that previously resulted in missed cases. Catching those early can help preserve critical surgeon relationships and keep revenue flowing to the top line.

What It Means

By adopting ConnectSx, Aevumed has been able to grow and strengthen their relationships with their field reps, building loyalty and driving value for the distributor and sales rep alike. Aevumed gained unprecedented visibility into the cases in their pipeline, allowing them to forecast sales and optimize their inventory to cover their upcoming cases.

Aevumed now enjoys a complete 360-degree view of their inventory—where it is, how much there is, and how it is being utilized—to help better position them for growth.



ConnectSx is a software company based in the greater Chicago area providing SaaS solutions that help Medical device manufacturers and their distribution networks improve field logistics and sales performance



Aevumed is a medical device company based in the greater Philadelphia area providing solutions for tendon repair. Aevumed's mission is to advance the quality of life in patients with rotator cuff tears.