



Case Study: Medical Device, Orthopedics, National Account Managers

Tika processed massive amounts of disparate data and made it available to the entire commercial team in real-time, making NAMs more strategic and efficient.

Challenge

NAM team struggled to answer questions from field; disparate data and manual processes slowed daily workflow

Solution

Actionable information in one easily accessible cloud-based application powered by a robust Business Intelligence platform

Results

Saved valuable time; calls and requests to NAM teams reduced by up to 60%; increased visibility, allowing for better strategic contracting decisions and pull-through with the field sales teams

Background:

A global medical device and equipment manufacturing company's National Account Management team was confronted by a multitude of daily challenges that stalled timelines and hindered company success. Working closely with sales reps, sales managers and GMs across the company, the NAM team found themselves spending excessive amounts of time handling frequent calls and emails from the field, juggling hundreds of spreadsheets, and managing contracts and pricing – admin tasks that kept them from operating strategically. Their current BI software did not provide adequate access to all the important time-critical data, which could take days to receive from various teams – with associated human error risks. With a NAM team that brings in several billion dollars of overall company revenue, it was vital to complete these daily tasks in an efficient manner for both IDNs and internal stakeholders.

Customer Challenge:

Our client's National Account Managers have various responsibilities and account for an enormous portion of company revenues, so efficient workflow and processes are essential to their success. Using their traditional BI software to manage information did not make the daily tasks any easier, and even slowed operations. There was information everywhere – unautomated, error-prone, difficult to work with, requiring frequent requests from reps to home office – and such data would end up being pushed into static spreadsheets that quickly became stale. Essential sales information was not easily accessible and customer inventory and contracts data were typically only available through convoluted and time-consuming internal processes. Overall, team collaboration was difficult to organize, and, in the end, it was problematic to manage IDN relationships, contracting, pull-through on contract performance, as well as generate proposals, analyze product groups and respond to pricing queries from the field. The company needed National Account Managers to organize, not struggle with data. There had to be a better way.

What National Account Executives are Saying About Tika:

“This is a great product.”

“I can see this preventing contracts slipping through without my knowledge or blessing.”

“This gives me pretty much everything I would ever need on my iPad. It takes us so much time waiting to get what we need and this just gives it to us.”

“The ability to collaborate on contracting decisions real-time with peers and my manager is phenomenal.”

The TikaMobile Medical Device National Account Application Solution

TikaMobile worked with the NAM team to create a dedicated new National Account application for the company. The app provided access to massive amounts of information, including individual GPO and IDN performance by Hospitals, Units, Revenue, Compliance, etc., and aggregated and organized this disparate information in one place, in real-time. NAMs no longer needed to wait days for vital information. The Tika platform gave them the ability to manage their IDN relationships end-to-end in real-time, including targeting, contracting and pull-through on contract performance. With greater visibility and insights to make faster, more strategic decisions, NAMs were more prepared for conversations and meetings with sales management, leadership, customers, and field reps.

Key features of the National Account application:

- Analyze the performance of an IDN or GPO
- Manage IDN relationships end-to-end in real-time, including targeting, contracting and pull-through on contract performance
- Discover which hospitals are contributing to performance
- Generate proposals within minutes
- Generate easily shareable what-if pricing scenarios
- Examine performance of each product group
- Deep dive into territories using a map-based view
- Check on contracts and pricing information
- Track a pipeline

Results

Tika gave NAMs the real-time information and resources they needed to gain a competitive edge in the marketplace. The app reduced calls/requests to the strategic internal contracting and pricing teams by up to 60%. This allowed NAMs to operate more strategically and spend their time evaluating and optimizing contract and company performance vs. merely acting as admins for the field teams.

For the NAM Team:

Up to 3 hours per day x 5 days x 48 weeks x 9 NAMS = 6,480 NAM hours

810 Work Days regained annually (based on an 8hr. day)

50-60% reduction in daily NAM requests

Greater visibility to make better contracting decisions and pull-through with field

For the Strategic Pricing & Contracts Team:

High net positive time and productivity gains for entire team

50-60% reduction in daily requests for pricing and contracts

Significant revenue increase through visibility into contract compliance

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TikaNAM