



Global Healthcare Provider Finds Cure with WorkflowOne

Client

Global Healthcare Provider

Market

Healthcare

Solution

Branded Merchandise Management

Services

Managed Services for Print & Promotional Products, Strategic Sourcing Services, Technology Services, Consulting Services

Benefits

- Auditable Process
- Spend Management
- Compliance
- Brand Management
- Execution and Delivery
- Cost Control

Situation

An \$8 billion integrated global healthcare enterprise headquartered in Pennsylvania is one of the leading health systems in the United States with over 2,700 physicians. This company's complex supply chain, multiple business units, and intricate marketing programs presented their management team with visibility, coordination, economies of scale and execution challenges.

Their team struggled with:

- Corporate Communications lacked control over proper use of health system's logo and brand standards, resulting in its use on some highly visible but inappropriate products.
- Managing multiple departments and coordinating the hundreds of vendors they work with while trying to insure they were leveraging their economies of scale effectively.
- Keeping up with the many marketing programs and events such as health fairs, patient education courses, awards and recognition programs and coordinating execution around them.
- Their lack of visibility to vendor activity, organizational spend, and management of total costs.
- Issue management and avoidance of consumer and department problems.

Solution

WorkflowOne provided deep marketing, supply chain, and sourcing experience with supporting tools to work with this company and all its locations to devise a comprehensive program around promotional products.

Key components of the program included:

- Designed an Online Store for the company's employees to shop and gather ideas for future events and program.
- Provided a promotional merchandiser team to develop creative solutions to end-user needs, advises on cost-effective, reliable suppliers while providing enhanced reporting that documents spending by product type, department, etc.
- Providing a sourcing service that included vendor management and organization compliance controls
- A system for helping the company maintain their brand standards and managing end user requests was implemented.



A detailed and seamless fulfillment process has saved this global healthcare provider over 17% annually.

Having a goal oriented implementation process has lead to reliable delivery and reduced inventory obsolescence.

Through this solution development, WorkflowOne provided this global healthcare provider with the:

- Ability to handle complicated fulfillment requests, such as simultaneous drop shipment of employee celebration package to 1,500 different locations on a single day.
- Ability to source unusual and distinctive items efficiently, then negotiate favorable pricing and delivery terms.
- Competence to screen end-user requests and escalate potential issues on an exception basis.
- Economies of scale and ability to maintain brand standards across wide range of items, from print to promotional products.

Benefits

Through the development of a trusted relationship and a goal oriented implementation process, WorkflowOne has been able to create the following benefits for this global healthcare provider:

- Annual cost savings over 17%
- Improved brand compliance and control
- Reliable execution of program with capabilities to execute against tight deadlines
- Reduced working capital through inventory reduction and obsolescence
- Customer satisfaction through enhanced merchandise selection

Contact Us Today

To learn more about how WorkflowOne can generate results for your organization, contact your local representative or visit our website: workflowone.com

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