



# Simplifying Customer Purchases

The Medical Device  
Manufacturers Guide

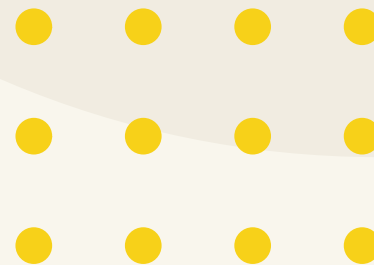


It would be obvious to state that medical device manufacturing plays a critical importance in healthcare today. From routine procedures to emergency care, the right equipment in the hands of the right people can literally save lives. The only challenge is making that connection.

While we've gotten to a point with technology where almost anything is possible, the potential of any new healthcare product still rests on a business' ability to get it out there. **Customers need to not just know that the solutions they need exist but have a tangible and efficient way of building, visualizing, and then buying these tools and instruments.**

The importance of an optimized purchasing experience in the medical device industry has become even greater over recent years as digitization upends traditional sales methods.

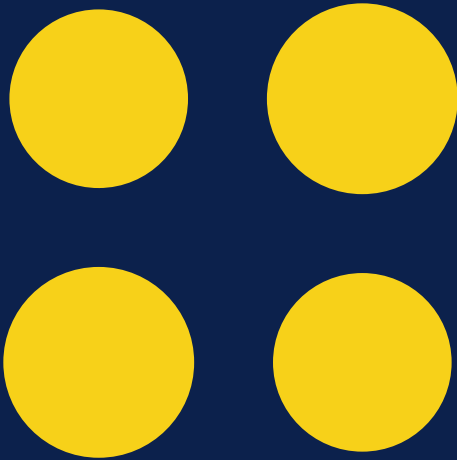
People, even businesses, now expect to be able to purchase just about anything online. There's no room for error or inefficiency — any hiccups along a buyer's journey can easily compel them to search elsewhere.



**Reliable and seamless sales processes** are at the heart of competitive strategy in the medical device sector. Any company hoping to stay ahead of its competition must offer intuitive purchasing experiences that cater to customers' needs. This means making sure buyers are provided with **relevant product and inventory information, comprehensive payment options, and quick delivery.** Sales staff need the right resources to do their jobs, while those in the back office need powerful tools to manage orders.

Fortunately, modern technology is helping medical device manufacturers, suppliers, and distributors meet these demands. Embracing digital platforms and tools can help organizations increase efficiency and reach, while reducing costs. Let's explore some of these technologies that are transforming the space in more detail.





## The Medical Device Manufacturer's Toolkit

The operational backbone of a medical device company is its Enterprise Resource Planning (ERP) solution. ERP systems integrate information from all areas of an organization — such as sales, human resources, finance, and production — to give businesses high-level visibility into how their departments are performing. The intended result is improved efficiency, better decision-making capabilities, and increased profitability across the board.

ERP systems come in all shapes and sizes and are often tailored to meet the specific needs of different industries, such as manufacturing, retail, and financial services. Companies can choose from off-the-shelf software or have customized solutions designed for their own business needs. From there, organizations will typically integrate other technologies that add another layer of functionality with respect to specific processes or workflows.

Top-tier medical device manufacturers tend to rely on three fundamental integrations to effectively get their products out the door: CPQ, Document Automation, and Digital Commerce tools. Read on as we take a closer look at each of these add-ons and what value they bring to the table.

# CPQ (Configure, Price, Quote) Software for Tailored Purchasing

Configure, Price, Quote systems are built to enable the exact process that they describe: **configure products and services, calculate pricing based on those configurations, and generate quotes for customers.** CPQ software helps sales reps streamline their workflows by automating what would otherwise be a manual process, driven by Excel spreadsheets, of pricing items line by line.

**CPQ software's ability to boil various product features and formats down into piecemeal components can be incredibly useful for medical device manufacturers.**

It gives customers — in this case hospital networks and medical facilities — the ability to understand every aspect of what they're buying while giving them the option to tailor those details as necessary. This could mean making changes to things like materials, size, shape, and even packaging. The automated nature of the process makes adaptations in both product characteristics and pricing possible in real-time, **greatly reducing sales cycles.**

Of course, it's worth acknowledging that being able to quote specialized medical products is one thing, and being able to sell them is another. Especially for high-value items, prospective buyers will want to know that they're getting the right product for their needs.

CPQ software can help here too by way of **3D visualization features.** This advanced functionality renders imagery of the devices as they're configured, so buyers can understand exactly what the final product will look like. Not only does this help to ensure that everybody involved is on the same page from a product standpoint, but it also encourages informed decision-making by giving buyers an opportunity to familiarize themselves with items before purchase — reducing manufacturing errors caused by misaligned expectations or returns later on down the line.

Bill of material and routing details go even further to draw out the factors that influence pricing and delivery times while giving manufacturing teams full insight into the assembly process. Fully informed staff across an organization's structure are equipped to configure and sell products more seamlessly. That increased efficiency can mean great things internally in terms of cost and time savings, but also externally for customers who expect accurate timelines.

# Document Automation for Seamless Transactions

As essential as they are to business functions like sales and accounting, documents take an unnecessarily large amount of time to both create and process. Done the manual way, staff can spend hours adding data from multiple sources, formatting, and ultimately double-checking to make sure everything is accurate. Not only does this take a lot of time away from their overall job functions, but it's also an area with a very high potential for costly mistakes.

Fortunately, **document automation integrations for ERP systems** have made it possible to streamline these processes. Automated document creation quickly and accurately takes **data from multiple sources** and formats it into desired outputs like contracts, quotes, or purchase orders — all with a few clicks of a button. This is a game-changer for productivity, especially that of reps in the field who would otherwise need to slow down to manually enter data back at their desks.

**Many medical device manufacturers find value in the fact that automated document creation tools are one of the most effective ways to ensure compliance with industry standards.**



It's simply a matter of configuring the integration to pick up the right data and format it into documents that are legally binding.

Automated document process solutions can also help businesses maintain compliance with implicating data privacy laws and regulations. **Built-in encryption, digital signatures, and audit trails** all make avoiding HIPAA or GDPR-related violations much easier.

Beyond the potential costs of fines and penalties associated with non-compliance, it's worth mentioning that automated document processes can help businesses save a great deal of money on time and resources as well. They effectively complete work in a fraction of the time required by manual data entry, thus reducing companies' need to hire more administrative staff or spend additional energy managing those extra people. Approval workflows make it even easier to close sales with special conditions and discounts by directly routing documents to management for review.

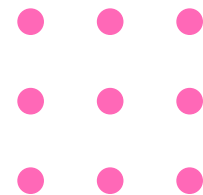
# Digital Commerce for Self-Service Purchasing

Whether we're talking about medical equipment or home goods, one principle of e-commerce tends to remain the same across the board: **customers' desire for a hassle-free experience**. In a world of clicks, taps, and instant gratification, no one has the patience or interest to go through what used to be the standard way of ordering things. It's all about making purchases as easy as possible with little to no effort required on the part of the customer.

The problem with implementing this in medical manufacturing is the sheer complexity of the products themselves. Essential questions regarding an item's configuration, size, and specifications need to be answered — but ideally not at the expense of the customer's time.

Further, it's worth appreciating the fact that many medical device manufacturers sell their products in more ways than one. Resellers, distributors, suppliers, and direct to consumer (D2C) channels all keep money coming in, yet through the use of different frameworks. D2C in particular has risen in popularity in the medical device space, allowing manufacturers to increase revenue without growing their sales team.

**Advanced digital commerce tools give sellers the ability to tailor ordering and checkout processes across these different sales channels in favor of efficiency and convenience.**



Features like **customized dealer portals, single-click ordering, and dynamic pricing** all streamline the buying experience, and in doing so, make it easier for customers to find what they need and purchase with minimal hesitation. Even better, good integrations allow customers to refer back to their past orders, making both delivery tracking and reordering a breeze.

This all ties together with the customer-facing piece of the puzzle. Good customer service is rooted in a comprehensive understanding of customers' needs and preferences, which can be achieved through quality data delivery tools like **automated product configuration**. Through such processes, manufacturers can gather pertinent information from their customers and apply it to their product delivery strategy.

For example, one of the most common annoyances of shopping online is having to search through an endless array of products just to find a specific size or configuration. Automated product configuration can help to streamline this process by enabling customers to quickly and easily select the exact items they need from a visual display or drop-down menu, rather than having to sift through pages of options. This feature helps ensure customers get exactly what they're looking for, and can significantly reduce the amount of time spent browsing.

Up-to-date information on stock levels also adds an extra element of confidence to the mix, while personalized product recommendations can help customers discover items they may not have considered before.

# Success Stories in Streamlined Medical Device Ordering

## THERMO FISHER SCIENTIFIC

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Thermo Fisher Scientific is a market-leading scientific instrument manufacturer based out of Hillsboro, Oregon. Their offering of microscopes and spectrophotometers is used in laboratories across the globe.

But with that comes a challenge: meeting the specific needs of diverse buyers in an efficient manner. Decision-makers realized the company needed an integrated product configurator to help — one that would ideally consolidate all of the redundancies in their workflow to make sales less resource intensive. Like so many in the medical products industry, [Thermo Fisher Scientific turned to Experlogix for help.](#)

Our cloud-based CPQ solution did just the trick. Through attention to detail and a sharp focus on eliminating manual processes, Experlogix helped Thermo Fisher Scientific optimize its quoting process from start to finish. Real-time pricing rules, 3D product visualization, and automated document generation all contributed to a more efficient quoting environment. In the end, Thermo Fisher Scientific gained a solution that allowed personnel to generate accurate quotes quickly — and without sacrificing customer service.





## DENTAL MEDICAL IRELAND

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Dental Medical Ireland, a revered supplier of dental equipment to practices in both Europe and beyond, has always understood the value that a good e-commerce pipeline can bring. In fact, it was among the earliest businesses of its kind to get into the online B2B space. The opportunities for reach and scale could be massive. That is if Dental Medical Ireland could find the right kind of arrangement.

Prior experiences with B2B e-commerce package providers were less than stellar, with consistent issues of poor user experience design. Most systems also required staff to input prices manually — a major drain on time, patience, and resources. In an effort to serve its customers better, Dental Medical Ireland chose to pursue a [partnership with Experlogix](#). We stepped in to create a next-level solution to their prior challenges.

More than just a store, it was a powerful, integrated e-commerce platform that featured a customer portal, automated order processing, and a highly configurable user experience. A huge bonus of our custom solution was the ability to update stock levels and pricing in real-time.

Now, no matter how complex their products and pricing structures are, Dental Medical Ireland could easily and accurately process orders. Not only did this save time for customers, but it also empowered staff to get orders fulfilled quickly and efficiently.





## Ready to Get Started?

The medical device industry is currently experiencing an accelerated rate of evolution, making it even more important for businesses to stay on top of their purchasing strategies. As the sector continues to innovate and reinvent itself, companies must ensure that they are providing buyers with the optimal purchase experience.

Fortunately, there are a number of standalone digital solutions available to help in this regard. However, for organizations hoping to work with one vendor for all three technologies — Experlogix has a long track record of delivering highly configurable, top-of-the-line solutions that save businesses time and money. Low code/no code administration tools, CPQ software, and comprehensive ERP integrations alongside intuitive e-commerce platforms and to-the-second data reporting make us the go-to solution for any business looking to stay competitive in an everchanging-market.

In an industry where precision matters, you can trust Experlogix to give your business the edge it needs to succeed. Our solutions are built for success and designed with real people in mind. Get started by reaching out to our sales team to request a demo today.

Visit our [website](#) or [contact us](#) today to speak to our team of experts.

