



Medical Device Training Program

The Challenge

A commercial stage medical device company was seeking a partner to support all aspects of their medical device training program for a newly launched Product. The training materials for this product required fulfillment to Hospital settings, strict controls to monitor length of time in Field, as well as full tracking of all Training Kits. The focus was to streamline a current manual process, provide an on-line ordering solution for Representatives, monitor and track all training kits and refurbish kits upon return for reshipment. In addition, the solution would also require a partner with a global presence to expand to untouched markets worldwide.

The Process

After gathering the full scope and requirements, Hibbert provided a full end to end solution for this Program, which started with the Order2u system for on-line orders and incorporated a global approach by utilizing Hibbert's US, UK and Asia regional warehouses. Order2u allowed for 24/7 order entry with headquarter approval controls. The complex training kits were collated within Hibbert's Sample Distribution Center with strict compliance and quality controls.

The Solution

- Kits were serialized and scanned on each outbound order to allow for complete tracking and monitoring of Training Kits in the Field.
- Daily reporting to client provided visibility of the status of every Training Kit.
- E-mail reminders were triggered at set intervals to ensure the proper and timely return of the Kits to Hibbert's warehouse. Hibbert's
- Sample Distribution Center supported the complete refurbishing of each Kit for redistribution to the Field.
- Cycle allocation controls were put in place to ensure each region did not exceed total allowable training kits in the Field.

The Results

Hibbert's solution was a complete end to end solution providing overall management, coordination and execution for all aspects of the Training Program. Hibbert's efficient processes ensured proper compliance and gained considerable cost savings results for the Client in addition to minimizing the time required by the Client to manage these function in-house. As a result, the Program continues to scale out and reach more markets allowing for a larger global reach to traditionally untouched markets. The client avoided additional resource requirements and infrastructure costs by utilizing Hibbert's more efficient model for managing all aspects of the Program.

For more information on how Hibbert can help with regulated or product sampling programs, contact your Account Executive.