

Data insights from Reveal keep medical device manufacturer moving through pandemic

With COVID-19 preventing the in-person meetings that were at the heart of its customer service and sales success, medical device manufacturer DeRoyal Industries kept its provider relationships moving forward using data insights from **aptitude**®, a Vizient® company, enabling its supply chain and value analysis teams to achieve greater value.

Challenge

The COVID-19 pandemic severely impacted the way DeRoyal regional sales directors worked with hospitals and gauged their territories' performance. Facing the need to deploy a remote engagement strategy, DeRoyal wanted to provide its team with access to a platform that would provide additional insights into customers' historical supply chain purchasing. In addition, the platform would help DeRoyal build strategic partnerships and grow its business.

Solution

The DeRoyal team leveraged Reveal, a data sharing resource and joint initiative between Captis™ and **aptitude**, to enhance its ability to pinpoint actionable information regarding spend history and trends to deliver value to its customers. "Through Reveal, we have valuable insights — an essential component of our remote customer engagement strategy — at our fingertips," said Nadine Becker, senior manager of strategic accounts at DeRoyal. "The platform provides unprecedented access to provider purchasing data, which helps [us] better understand performance and proactively work with providers to boost compliance and improve standardization."

Spend visibility at the category, system and facility level

DeRoyal regional sales directors use Reveal to generate customized reports, helping them engage with key customers and generate unique value driven by access to comprehensive spend data. In addition, Reveal identifies high-volume products with low market share that can easily be converted to on-contract items. By looking at cross references and competitive products in the market, DeRoyal can proactively approach customers with suggestions for how to qualify for higher rebate levels and ensure they are receiving the lowest possible contracted pricing.

Forecasting demand and new product development

While DeRoyal knew that access to competitive level details — such as which competitors' products were being used — could help guide sales efforts, unexpected opportunities materialized once the team started reviewing additional features within Reveal. For example, trend metrics, which are populated by spend history and unit volume to predict future purchasing patterns, eliminated the need for manual and individual appeals to providers to submit their forecasts.

“We no longer have to burden our customers with requests for information, nor do we have to wait for responses to project sales and the inventory levels needed to support them,” said Becker. “We have a better handle on what’s happening in the market from a product utilization standpoint and can guide our business decisions accordingly.”

Results

Recently, DeRoyal collaborated with the value analysis team at a large health system to identify \$90,000 in off-contract purchases of surgical foam positioners. It then used Reveal data to make specific recommendations to the provider’s clinicians regarding clinically equivalent products. Not only did the clinicians reportedly prefer the DeRoyal products, the initiative also resulted in rapid savings and positioned the provider to receive additional rebates. Having access to this data upfront enabled progress to occur even in the absence of face-to-face meetings, and significantly shortened the length of time it would ordinarily have taken to implement a conversion of this size.

“It’s possible for us to make these types of recommendations because the information in Reveal is very specific, rather than cumulative. Access to usage information at the individual facility and SKU level enables us to make conversion recommendations to help providers maximize standardization, utilization and compliance initiatives,” Becker stated. “Reveal is a valuable tool we use to help guide members toward obtaining the full potential value available with each DeRoyal contract.”

Conclusion

The Reveal platform has enabled DeRoyal to delve into its customers’ purchasing trends and spend data to identify new opportunities and deliver even more value. According to Chrissy Brooks, associate vice president, national accounts at DeRoyal, “The impact of this platform has been greater than we ever could have anticipated. The level of detail provides visibility that we’ve never had before, and from my perspective, it’s a game changer.”

About **aptitude**

Launched as a contracting market in 2013, **aptitude** reduces the cost of health care and accelerates strategic supply chain partnerships by enabling providers and suppliers to explore opportunities, streamline execution and improve performance.



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consulting@vizientinc.com.

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