

# Crafting a Persuasive Strategy Presentation

❖ **Presented by** Gaurav Srivastava

# Processes:

Medical Equipment Distributor



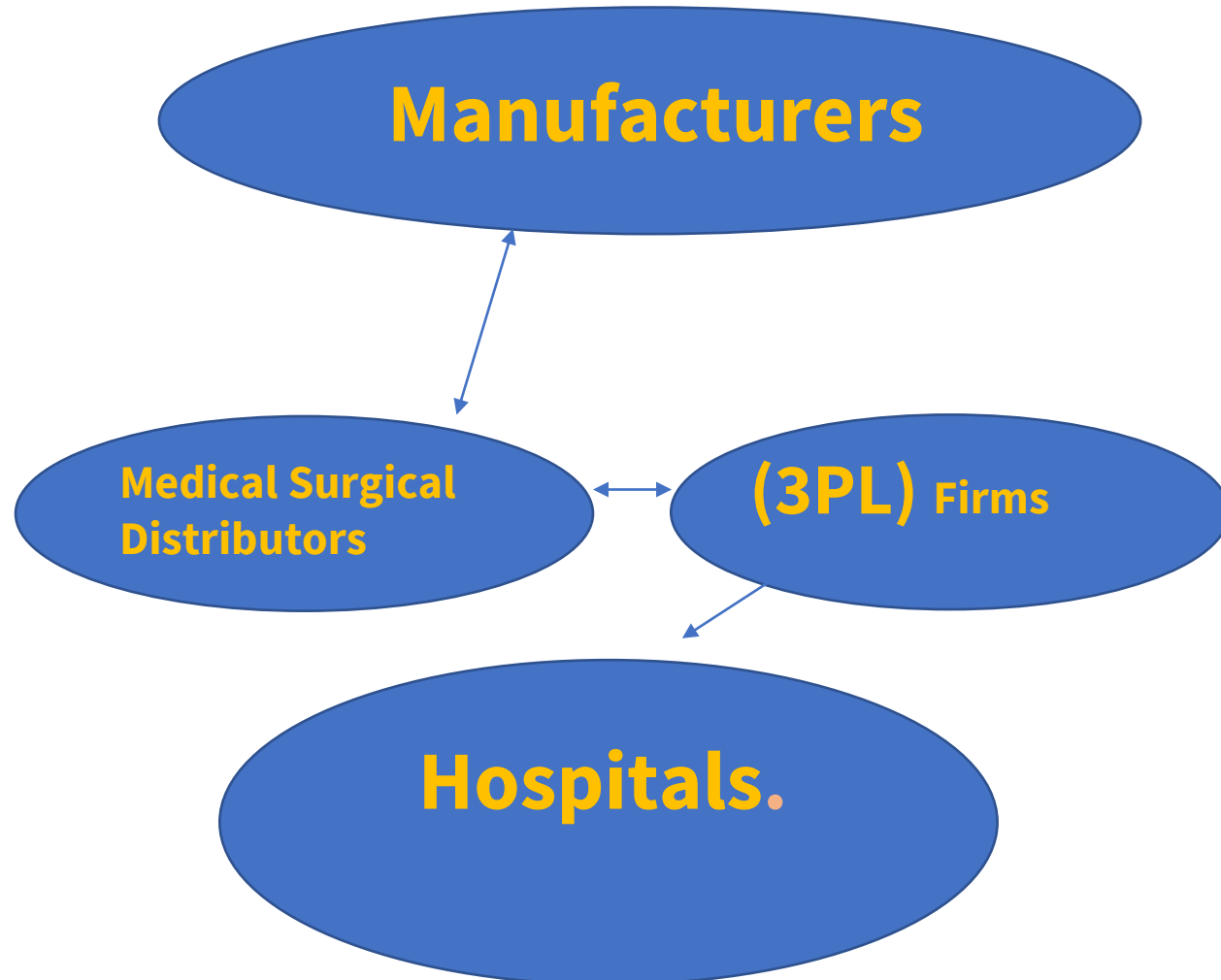
❖ Definition

- ❖ MTC's expertise with
- ❖ steam sterilizers,
- ❖ washing equipment,
- ❖ operating room tables,
- ❖ surgery lights,
- ❖ and related systems are an excellent addition to HMS Health's current portfolio of biomedical engineering services.

❖ Definition

- ❖ Both [HMS Health](#) and [Medical Technologies \(MTC\)](#) are Midwest-based companies who share a common philosophy of providing the very best value for hospitals, clinics and research facilities in equipment repair and service.

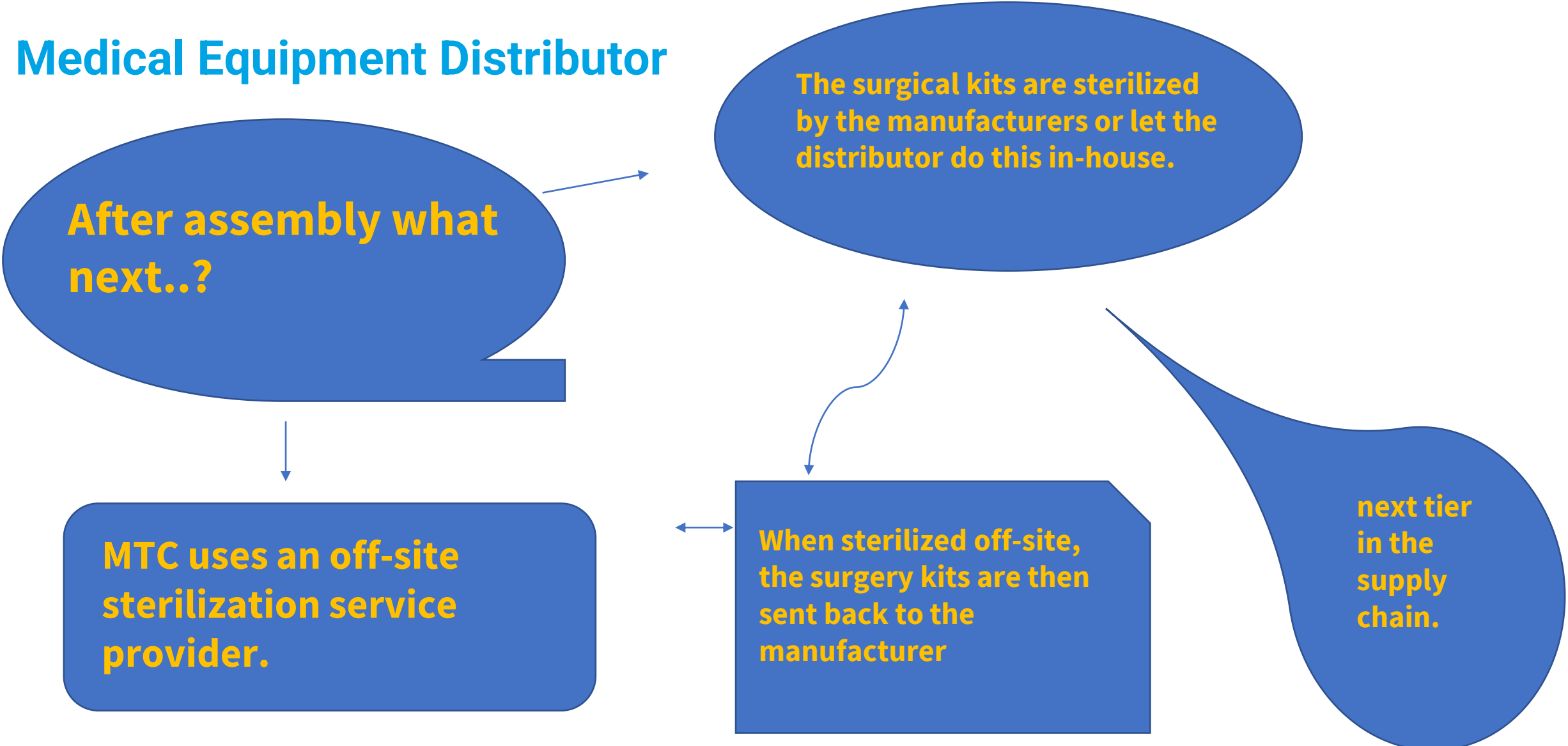
## The Medical Devices supply chain for MTC consists of several major players



- ❑ The flow of products from the manufacturing plant to the hospital operating room usually takes devices through a lengthy path.
- ❑ The manufacturers assemble the products usually in lots of 7,200 per week. Each surgical kit contains hundreds of individual parts that may be used by the surgeon.

❖ Design

Medical Equipment Distributor



❖ Design

**The one-way transit time from the manufacturer to the sterilization provider is on average 48 hours and the sterilization takes usually 24 hours.**

**There are two choices on how a manufacturer can route its products**

**Either to a medical  
surgical  
distributor**

**By using their own  
3PL.**

# Pros Of A Medical Equipment Distributor

- When electing to deal with a medical distributor you will instantly lessen the burden on your staff, streamline the PO and ordering system and significantly reduce the possibility of lost or damaged goods. The pros of working with a medical distributor include:
- Fewer PO's are required for each department for a reduction in the cost of administration
- Direct to room deliveries will reduce the potential for losses as well as damages as the packages will be received and checked by the right staff members



## Pros Of A Medical Equipment Distributor

- best possible pricing possibly even lower than that enjoyed through direct to consumer pricing agreements
- A streamlined ordering and delivery process that packages related orders by department to reduce loss and simplify receiving procedures
- Your staff are freed up to attend to patient care and more important administrative duties as required

❖ Analysis

## Pros Of A Medical Equipment Distributor

- Eliminates offsite storage fees and lessens the amount of touches per order reducing the amount of human error
- Reduced shipping and handling fees due to a reduced number of deliveries and long distance deliveries
- On-site training and demos set up prior to delivery
- A single point of contact to once again reduce administrative costs and effort

## ❖ Analysis

- This positive development will allow for even more efficient services in response to a rapidly changing healthcare and research environment.