

LIFE SCIENCES FIELD GUIDE



HOW TO TREAT THE
**TOP 4 LIFE SCIENCES
INDUSTRY PAINS**

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INTRODUCTION

WHO IS THIS GUIDE FOR?

This field guide is for anyone in the life sciences industry who holds a leadership position relating to order management. If your decisions impact customer service or supply chain outcomes, we suggest keeping this guide within arm's reach. Use as needed.

WHAT WILL I GET OUT OF IT?

You know how to run an effective order management process — we're not here to lecture you. This field guide is simply a handy resource for pinpointing common pains felt by life sciences companies and exploring potential solutions to fix them.

Expect to take home some best practices on how to:

- Reduce costs, processing errors and unnecessary risks
- Better navigate a complex and ever-evolving landscape
- Improve operational processes and related technologies
- Add value to every interaction with your customers

DO I NEED ANYTHING?

Just you and your undivided attention. No backpack or walking stick required for this adventure. Ready to go?

LET'S START BY IDENTIFYING THE TOP 4 ORDER PROCESSING PAINS FOR LIFE SCIENCES COMPANIES.

CHANGING BUSINESS MODELS

THE NEW NORMAL IN LIFE SCIENCES



To say that mergers & acquisitions (M&A), spinoffs, and divestitures have reached frenzied levels in recent years may be understated. In 2015 alone, the total value of **M&A activity in the life sciences industry hit a record of £576 billion**, more than doubling the record it set just a year earlier.¹

So why does all of this M&A mania matter?

Acquiring another company means new revenue, yes, but it also means managing its myriad of processes and systems. In other words, without the right order management system in place, you're going to be in for a world of hurt (i.e., added costs and complexities).

FIELD NOTES

Lack of Process Consolidation Leads to:

- *Lost value in operating inefficiencies and infrastructure redundancies*
- *Lack of collaboration across multiple departments and systems*
- *Limited business agility and access to markets*
- *Weakened compliance and system governance*

¹ Healthcare & Life Sciences: Industry Update, February 2016. Harris Williams & Co. Ltd. PDF file.

LIMITED CONTROL & OVERSIGHT

THE CULPRIT CAUSING SO MUCH DISCONNECT



These days, “going with your gut” is a dwindling doctrine. Seriously, even sports teams are using advanced analytics to drive their decision making!

Life sciences companies? Not so much. Despite being an innovative industry, a **majority of orders received from hospitals, clinics and practices are still fax or telephone based.**

This lack of visibility can have drastic consequences. Customer Service Managers can't get a clear picture of their team's performance, Customer Service Representatives (CSRs) can't prioritise tasks, and supply chain leaders can't monitor critical documents that effect patient outcomes.

FIELD NOTES

Impact of Low Supply Chain Visibility

- Harder to budget, plan and forecast
- Limited control and higher risk of audit non-compliance
- Inability to identify urgent orders as they arrive
- Difficulties in responding to order status enquiries

LACK OF EMPLOYEE ENGAGEMENT

THE RIGHT PEOPLE DOING THE WRONG TASKS



Slow and steady wins the race, as the old saying goes. Unfortunately, when it comes to CSRs, they're much more likely hit the road if they're stuck doing time-consuming tasks like data entry.

More often than not, **CSRs are highly educated individuals, sometimes even to a Masters level**, making them expensive, hard-to-recruit assets. If they don't feel they're adding value or growing their skill set, they won't be reaching their full potential.

This also means your customers aren't getting an optimal experience, and fewer revenue streams is not a promising prospect for any life sciences company.

FIELD NOTES

A Case Study on Increased Staff Efficiency

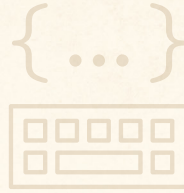
With the goal of managing its growing order volumes without adding headcount, BioMérieux chose to automate. The result? They reduced average order processing speeds from 8 to 2 minutes, while dropping the average number of order processing steps from 8 to 4.



Read the full case study here.

GAPS IN EXISTING PROCESSES

THOSE “LITTLE” THINGS THAT ADD UP



Just like every road has a pot hole or speed bump, every path to getting orders processed is littered with its share of hang-ups and hassles.

Yes, most life sciences companies have an ERP/business system in place and/or rely on an EDI system to process certain documents, but even these technologies have significant gaps that can seriously dull your competitive edge.

For example, manual operations offer no way for customers to check on an order status besides speaking with a CSR over the phone (wasted time). Or, when EDI exceptions occur, human intervention becomes necessary and often has to involve IT (wasted resources).

FIELD NOTES

Did You Know?

When an automation solution is used, order shipment time is *reduced by an average of 4 days* versus when manual intervention exists in an EDI environment.²

² EDI: Workhorse of the Value Chain: A Closer Look at B2B Connectivity Benchmarks in the Extended Supply Chain, November 20, 2013. Supply Chain Insights.

ADVANTAGES OF ORDER PROCESSING AUTOMATION

Processing customer orders in today's life sciences environment is a tough gig (as if you needed a reminder). Fortunately, making real, positive changes is not as inconceivable as you might think. Consider what automated order processing can help you do:



REDUCED OPERATIONAL COSTS



ENHANCE ORDER TRACKING & FORECASTING



INCREASE DELIVERY SPEED & FOLLOW-UP



ACCELERATE BUSINESS CYCLES



NEVER MISS A LIFE-SAVING ORDER AGAIN



IMPROVE VISIBILITY & COLLABORATION



FOCUS ON CUSTOMER SERVICE VERSUS DATA ENTRY



FOSTER A MORE PRODUCTIVE, ENGAGED STAFF

HOW IT CURES YOUR PROCESSING PAINS



CHANGING BUSINESS MODELS

Complexity has no place in an automated environment.

Life sciences companies can easily navigate M&As via a collaborative platform featuring one-step document validation and reconciliation, multi-ERP integration, web-based workflow residing outside of the ERP, and support for shared services and other global initiatives.



LIMITED CONTROL & OVERSIGHT

Nobody's out of the loop thanks to automation.

Orders are visible at any time, and built-in dashboards enable users to get the strategic data they need. Whether it's identifying the # of orders approved today, the # of priority orders to validate or the # of orders processed per day by FTE, it's all just a click away.



LACK OF EMPLOYEE ENGAGEMENT

Yeah, this really isn't a thing in an automated environment. Because data from email, fax, paper, EDI and web orders is automatically captured, extracted and transferred to the necessary system of staff member for processing, **CSRs are able to ditch data entry to focus on more fulfilling and customer-centric activities.**



GAPS IN EXISTING PROCESSES

Process the perfect order every time! Automation solutions capture data from EDI orders and create a human readable version for CSRs to complete or correct and restart the workflow. Plus, a self-service customer portal allows disputes to be resolved rapidly while reducing order status calls. Nothing to it.

HOW IT TRANSFORMS TRADITIONAL ORDER MANAGEMENT

No more piles of paper. No more frantic searches for a customer's order information. No more guesswork. Automation brings a new level of ease and efficiency to order processing by enabling users to optimise every action they take via a customisable dashboard display.

Order-related documents just a click away

Easily log issues

Click & customise how information is displayed

Personalised user workspace

Metrics that matter to each user



Real-time business trends in easy-to-read charts & reports

Clarify orders & instantly communicate with customers via portal chat tool

HOW IT IMPACTS EACH STAKEHOLDER

From automatic data capture and real-time analytics to EDI exception handling and a collaborative supplier portal, the tools and technology offered by order processing automation solutions truly span the entire order management process.

					
CSR	CSR MANAGER	SUPPLY CHAIN DIRECTOR	CEO	IT LEADERSHIP	CUSTOMER
<ul style="list-style-type: none"> ▪ No more manually keying in orders ▪ Easily identify priority orders ▪ Clarify issues via portal chat tool ▪ Focus on more enriching, value-added tasks 	<ul style="list-style-type: none"> ▪ Reallocate resources more strategically ▪ Analyse team member performance ▪ Increase staff productivity and satisfaction ▪ Enhance overall customer experience 	<ul style="list-style-type: none"> ▪ Reduce costs and streamline processes ▪ Ensure you never miss an order again ▪ Know exactly how many orders need to ship ▪ Focus more attention on strategic customers 	<ul style="list-style-type: none"> ▪ Reduce wasteful spending ▪ Attain lean growth ▪ Retain key clients and increase sales ▪ Get global visibility into your business and customers 	<ul style="list-style-type: none"> ▪ Get cost predictability with pay-per-use pricing ▪ Avoid downtime, delivery failures or breaches ▪ Benefit from automatic solution upgrades ▪ Harmonise multiple business systems 	<ul style="list-style-type: none"> ▪ Submit orders in any format or channel ▪ Get 24/7 self-access over your orders ▪ Meet or exceed SLAs ▪ Collaborate with your supplier

ESKER'S FIELD EXPERTISE

There will come a time when talk surrounding order processing automation turns to action. And since Esker's an innovator in cloud-based order management solutions, we thought you'd like to know a little more about us when that time comes.



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WORLDWIDE
DATA CENTRES

24/7

YEAR-ROUND
AVAILABILITY

HIPAA
HITECH

COMPLIANCE

SSAE 18
ISAE 3402

COMPLIANCE

£

PAY-PER-USE
PRICING

SOME OF OUR SATISFIED CUSTOMERS INCLUDE:



GE Healthcare



ABOUT OUR COMPANY

Esker is a worldwide leader in document process automation software. Organisations of all sizes use our solutions to automate order processing along with other critical areas of business communication, including: purchasing, accounts payable, accounts receivable and more.

We've been doing our thing for 30+ years now, helping over 11,000 companies around the world Quit Paper™ and improve operational efficiency. Our headquarters™ are in Lyon, France, but we're located just about everywhere paper needs quitting.



