



CUSTOMER STORY

HEALTHCARE
OEM SERVICES



Major Medical Device OEM Scales Efficiently and Streamlines Operations with Quest International

Medical technology and device manufacturers face many obstacles in repairing, warehousing, and shipping their critical products in a timely fashion. The healthcare industry is always evolving, whether through government intervention or increased competition, but the message is clear — costs need to be driven down while maintaining quality and customer satisfaction. In today's competitive landscape, original equipment manufacturers also need to be able to accommodate sudden spikes in business without triggering delays to their customers, but reactively handling such fluctuations in-house can often be time consuming and cost-prohibitive. While servicing existing devices is crucial and necessary to maintaining customer satisfaction, consistent business growth is best achieved when a manufacturer can focus internal resources and efforts on innovation and customer experience.

CHALLENGE

Maintain Customer Satisfaction During Business Spikes

Biosense Webster, Inc., a Johnson & Johnson subsidiary and market leader in 3D cardiac mapping and navigation technology, develop ideas and innovations that make a difference in the medical community's approach to diagnosing and treating arrhythmias. The company contributes directly to improving procedural methodologies and raising success rates while being committed to enhancing safety for both patients and physicians as they work to treat Atrial Fibrillation (AFib).

With increasing product demand for healthcare customers to efficiently service throughout the US and Europe, there was a business initiative for Biosense Webster to develop a systematic solution to streamline and standardize operations within their cardiac navigation portfolio. Biosense Webster required a reputable outsource partner with an established Quality Management System (QMS) as well as a proven track record not only in servicing critical medical devices but also in the complex logistics of managing the devices throughout the value chain.

Biosense Webster sought a solution that would enhance order management visibility, tracking, and traceability for product inventory required for its critical procedures, and ensure next-day delivery for their electrophysiology devices while maintaining required documentation and traceability, no matter the fluctuation in daily demand. Additionally, Biosense wanted to assess alternatives to their internal service center capabilities to focus more on customer experience, ensuring their cardiac mapping systems were being serviced in a timely fashion, all while ensuring the highest level of quality control given the critical nature of their systems.

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SOLUTION

Scalable, Transparent Full-Service Service & Logistics Solution

Biosense Webster evaluated both internal operations infrastructure as well as an external partnership to reach their goal for a more scalable and flexible operations solution while ensuring a high-quality standard. The optimal course of action was to outsource targeted operations from their current repair facility to Quest International to manage all warehouse logistics and support of their devices. These services and transactions were transparent to the end customer, and since onboarding with Quest only took six weeks – the experience for their customers was seamless. Moving these operations to an outsource partner produced better results and made business sense.

RESULTS

Reduced Service Turnaround and Improved Operations

Moving service and logistics operations to Quest offered Biosense Webster a hassle-free way to fulfill service orders, repair products, and eliminated the need for on-site warehousing. By providing improved control over their assets, Biosense Webster has been able to increase the efficiency of their returns management turnaround by servicing 30% more products than their previous volume while maintaining high-quality standards throughout. Since Quest manages, services, and warehouses all the individual components (software, video cards, ultrasound cards) for these customers' systems, they were able to offer next-day delivery across the country – a crucial requirement for Biosense Webster's customers. With decades of experience, and certification in ISO 13485, 9001, & 14001, Quest International had the history and trusted reputation that Biosense Webster required to act on their behalf to correctly service and manage these critical devices.

About Quest

Quest International is a leading global post sales service support partner for medical device manufacturers as well as an IT managed services provider for companies both large and small. Quest holds ISO 9001:2015, 13485:2016, 14001:2015, and ANSI/ESD S20.20-2014 certifications.