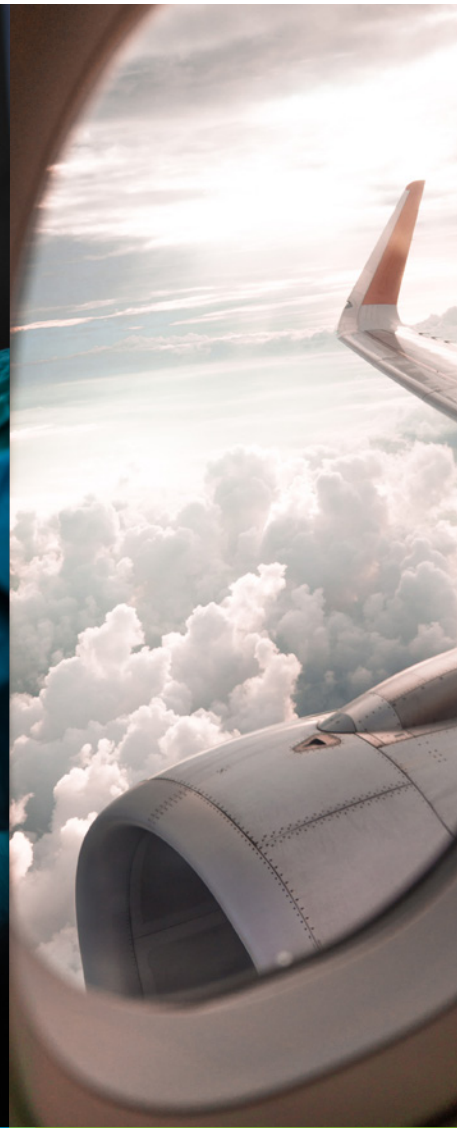




CLIENT SUCCESS STORY

Merit Medical



CBTRAVEL.COM
888.462.6328



Headquarters
South Jordan, Utah

Industry
Manufacturing

Employees
7,000+

Founded
1987

Overview

When Merit Medical, a leading manufacturer of disposable medical devices, partnered with Christopherson to transform its travel program, they achieved remarkable success. By shifting to an online booking model, they achieved a 75% adoption rate. Reducing duplications with their internal travel team and implementing a clear travel policy further streamlined processes, while advanced reporting tools provided valuable insights into their global travel spend for strategic decisions. This adaptive approach led to significant improvements in efficiency and cost savings.



Challenges

- ❗ **Inefficient internal travel management:** Maintained an internal travel team that led to duplicated efforts and underutilization of external services.
- ❗ **Lack of a unified travel management system:** Absence of a scalable, unified approach to travel management to support global operations.
- ❗ **Low adoption of online booking tools:** Traveler dependence on advisor assistance, resulting in underutilization of online booking tools.
- ❗ **Limited data visibility:** Lacked insights into global travel spend, hindering informed decision-making and cost-saving strategies.

Results

- ✅ **Increased adoption of online booking:** Implementing Concur Travel led to a 75% adoption rate, streamlining bookings.
- ✅ **Enhanced traveler experience:** A well-defined travel policy and responsiveness to feedback improved compliance and user satisfaction.
- ✅ **Data-driven decisions:** Advanced reporting tools provided insights into travel spend, enabling cost-saving strategies and supplier negotiations.
- ✅ **Continuous program improvement:** Commitment to adaptability and growth fostered ongoing enhancements, aligning with evolving needs.

Merit Medical's business travel transformation with Christopherson

In 2016, Merit Medical was a \$500 million company operating across various facilities worldwide. Fast forward to today, and the disposable medical device manufacturer has more than doubled its revenue to \$1.4 billion, fueled by organic growth and strategic acquisitions. This growth required a scalable, unified approach to travel management—a challenge Christopherson was well-equipped to tackle.

"When I was handed the travel program a few years ago, it didn't make sense the way we were doing it," shared David White, Vice President of Global Strategic Sourcing at Merit.

The company had an internal travel team who managed and booked all its corporate travel. Merit looked to Christopherson to help analyze and develop a program that matched their initiatives.

"There was so much duplication with an internal travel team and underutilized services from Christopherson," White added.

Together, Merit and Christopherson worked on a key change in the operational strategy: emphasizing efficiency and optimization by reducing duplication of efforts. They focused on utilizing an online booking model that had the likelihood of improving cost effectiveness.

The result? An impressive adoption rate of Concur Travel, enabling streamlined bookings and reduced complexity.

"The shift was almost immediate," he explained. "Within a month or two, our adoption rates were close to 75%. It was clear our travelers found the system easy to use."

Enhancing the traveler experience

Merit's partnership with Christopherson has been marked by a commitment to listening and adapting. Senior Global Sourcing Manager Chris Snell highlighted that Christopherson's account team offered consulting aimed at creating an end-to-end travel experience that encourages positive traveler behavior for Merit. By linking reimbursement to booking, the organization ensures greater adoption of preferred tools, data consistency, and cost control.

"The policy has been instrumental in driving the success of the program," he noted.



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David White
VP of Global Strategic Sourcing
Merit Medical

This adaptability extends to the smallest details. White recounted how Christopherson addressed feedback from Merit's administrative assistants about its hold music.

"I didn't think it was possible, but they changed it," he said. "It's a testament to how they listen to our needs, no matter how small."

Leveraging data for strategic decisions

Merit's travel program now operates with greater insight and efficiency, thanks to Christopherson's advanced business intelligence reporting tools and proprietary technology. By integrating data from their global partner into a centralized platform like Domo, Merit has gained a clearer picture of their global travel spend. This visibility allows for informed decision-making and cost-saving strategies, such as channeling spending to preferred hotels and airlines for maximum leverage.

"The tools we're using now are much more user-friendly and impressive," White explained. "I'm able to see the business details I need to make critical decisions within the Merit landscape."

A shared commitment to growth

Merit's growth mindset aligns seamlessly with Christopherson's approach to continuous improvement. "We use the 'adapt or die' philosophy," White said. "If you're not constantly evolving, you're falling behind. Christopherson has shown us the value they bring to the table, and their advancements have been truly impressive."

Carol Del Giudice, an account executive at Christopherson, echoed this sentiment.

"Merit's willingness to embrace change has been key to their success. From transitioning to a new global partner to enhancing our quarterly business reviews based on their feedback, our collaboration has been a remarkable journey."

One notable change in recent years is the evaluation of whether meetings should be held virtually or in person. The global pandemic forced many to adapt to a digital model; sure, travel has increased since then, but White admitted it will probably never go back to the percentage it was before. Travel is vital for Merit's employees to connect with partners and foster successful relationships worldwide.



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“Now that we’ve had that time to go digital, it fills in the gaps, but by no means does it ever replace a face-to-face relationship. It’s important to be on site,” White said.

The human element

While technology and policy have driven much of the program’s success, Merit’s travel program remains deeply rooted in its mission of patient care. Many of Merit’s trips involve educating doctors on innovative medical procedures. These hands-on trainings have a tangible impact on patient outcomes worldwide.

“Our CEO, Fred Lampropoulos, is passionate about improving patient care,” White said. “We’re not just about growth or profitability. It’s about changing lives with products built by Merit.”

A big reason they thrive working with Christopherson is that same human element. While the travel management company offers much in the way of travel technology, it is paired with experts who are there any time travel managers or travelers need them.

“At Christopherson, we pride ourselves on being highly hands-on, with agents who are exceptionally responsive,” Del Giudice said.

Looking ahead

As Merit continues to grow, their partnership with Christopherson remains a cornerstone of their travel strategy. With a shared commitment to adaptability, innovation, and customer-centric solutions, both organizations are well-positioned to navigate the ever-evolving landscape of business travel.

“The opportunities ahead are immense,” White said.

“We’re confident Christopherson will continue to evolve with us, bringing even greater value to our program.”

The partnership exemplifies how innovation and adaptability can drive success. Together, they’re not just navigating the future of travel—they’re shaping it.



19%

On average,
Christopherson
saves Merit Medical
19% on travel costs.



We’re confident
Christopherson will
continue to evolve
with us, bringing even
greater value to our
program.

David White
VP of Global Strategic Sourcing
Merit Medical

Why Christopherson?

Our end-to-end corporate travel solutions give you robust tools, expert travel agents, and consultative account executives who help you succeed.

You'll get: _____

- ✓ **Proven expertise:** We've been in business for 70+ years, serving more than 1,000 clients.
- ✓ **Innovative technology:** Our proprietary travel platform simplifies every aspect of travel management.
- ✓ **Customer-first approach:** Our expert team ensures personalized service, proactive problem-solving, and 24/7 support.



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Is your company ready to enjoy greater cost savings and more efficiency?

Request a free consultation today.

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