

With **Robin Curry**

Director, Order Excellence & Automation
at Smith+Nephew

GHX + **Movemedical**

Revolutionizing **Smith+Nephew's** Bill Only Process

Collaborative Case Study

A Med Device Solution Exclusive Look

Presented by
Movemedical

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In an innovative collaboration aimed at tackling a significant challenge for Smith+Nephew, GHX and Movemedical joined forces to revamp the inefficient Bill Only process.

This case study highlights the journey of transforming a labor-intensive process into a streamlined, automated solution, resulting in enhanced operational efficiency and elevated customer satisfaction.

With Special S+N Inside Contributor:

Robin Curry

Director, Order Excellence & Automation

Smith+Nephew

Global Customer Care
Organization



Smith+Nephew

A GHX+MOVEMEDICAL
MED DEVICE SOLUTION
EXCLUSIVE LOOK

The Problem

The Bill Only process at Smith+Nephew caused customer frustration and excessive manual effort, hindering operational efficiency.

Pushing To New Standards Despite Adversity

Robin Curry, Director of Order Excellence and Automation within Smith+Nephew's Global Customer Care Organization, recognized the industry-wide struggle with this process. She was determined to find a solution to automate and streamline the process.

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“I hear a lot about Bill Only frustrations. Everybody knows it's a problem, but nobody seemed to have an answer. And this is an industry thing, this is what everybody else is struggling with as well.”

—Robin Curry

The Solution

Robin Curry's revolutionary idea to solve the customer billing experience for S+N by implementing electronic submission of Bill Only orders became the catalyst for change. In collaboration with GHX, this idea was developed and implemented, streamlining the process and reducing customer frustrations. Robin's vision

extended to automating the back-end processes, and significantly reducing manual effort for internal teams. Working closely with Movemedical Founder and CEO Bo Moloczniak and his team, Robin's idea was enthusiastically embraced. Movemedical and GHX worked together to provide a feasible

solution to manual Bill Only frustrations. The solution involved intelligent matching of Bill Only orders and POs using the Case ID, bridging the information gap between GHX and Movemedical. Additional validation steps were introduced, improving processing accuracy and efficiency.

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“When we implement our next piece, the front-end solution, we eliminate the double entry we call swivel chairing. Eliminate the swivel chair! That is ultimately what this solution does, and it provides clean data through the hospital system, which

was one of their frustrations. Because everybody's data matches, this will significantly reduce the time it takes—from the second the Sales Rep sends in that order to Movemedical, to the time we send an invoice—a fraction of the time it takes right now.”

—Robin Curry

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RESULTS

The impact of this collaboration continues to develop and reveal results. The automated validation system eliminates the need for human intervention for many of Smith+Nephew's Bill Only orders.

Prior to this solution, 100% of Bill Only orders were touched—they were retrieved from email, manually matched to the order in the system and manually validated prior to invoicing. Now, a growing number of the orders are completely touchless. The solution provides more validated and accurate data as well, enhancing overall operational efficiency.

The collaboration between Movemedical, GHX, and Smith+Nephew continues to revolutionize the Bill Only process, influenced by Robin Curry's vision and

determination. The improved solution has reduced customer frustrations and excessive manual effort, providing a scalable and efficient system.

To learn more about this groundbreaking solution and how it can benefit your hospital or medical device

company, we invite you to continue the conversation. Request information about our upcoming webinar, where we will delve deeper into Movemedical and GHX collaborative solutions. Join us to discover how you can streamline your processes and elevate customer satisfaction.



“Do it. It's not that hard.

We've already done the hard part. We laid the groundwork, building those connections. Especially now, I see zero reason not to do it.”

Robin

STRONG LEADERSHIP

At the heart of it all, strong leadership is essential to our continued success.



Bo Molocznik
Founder, CEO

Josh Weeks
President

Mareo McCracken
Chief Revenue Officer

Keerthi Kanubaddi
EVP, Hospital Partnerships

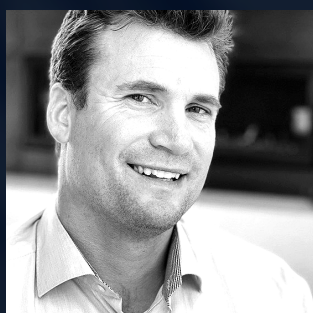
Eric Huppi
Vice President, Product

The leadership team at Movemedical models foundational core values internally, with ours, and with every external touch-point. Specifically, we strive for a humble attitude, productive strength, and an insatiable appetite for



growth. Sharing a profound passion for the unique med device field, we are relentlessly dedicated to solving its most onerous problems. We spare no effort procuring the brightest minds with the most relevant expertise. Together, we drive a culture of disruptive innovation, world-class execution, and scalable market strategy. Our vast and varied experience boasts over 20 years of logistics software development (mostly in medical devices), business startup

launches (including software tools for hospital systems) and several exits, consulting at McKinsey & Co, MIT business education, published global thought leadership in sales and marketing, and direct experience driving change in med device field operations. We deeply understand both the industry's needs, and how Movemedical's transformative power cuts through the complexity and helps companies get back to what matters... caring for people.



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