

## Medline: Access to robust product content elevates customer satisfaction and supply chain efficiency.



Medline Industries, Inc. the largest privately held manufacturer and distributor of healthcare supplies in the United States, is also one of the fastest growing suppliers in the country. As a forward thinking company, Medline is constantly looking for ways to enhance customer service and value, including providing easily accessible, clear and comprehensive item information for its 350,000-plus products.



*“Offering providers complete and accurate item content is something that a manufacturer should strive to achieve. By doing this, we help create a more efficient process while reducing the hassle for both sides,” said Loran Tyler, Regional Vice President, Medline. “Not only will providers be able to locate items and information more effectively, they will also have access to items they might otherwise not have known were available to them.”*

## Find a way to ease the burden.

Medline partnered with Prodigo Solutions to improve provider access to robust Medline item content. Prodigo’s Content Enrichment Program gives manufacturers one point of contact to distribute enriched, non-price item attribute content to multiple health systems.

*“Partnering with Prodigo helps us get our name and products to those providers who we previously didn’t have strong ties with,” says Tyler. “By providing robust item content, Medline benefits by exposing customers to the wide variety of products we offer.”*

## Everyone wins.

### Manufacturer benefits:

- *Maximize sales volume.* Ensure customers find your items before those of your competitors.
- *Increase customer satisfaction.* Improve your customers’ perception of your products from the very beginning of their purchasing experience.
- *Improve supply chain efficiency and demand management.* Decrease product return volume and frustrated customers.

### Provider benefits:

- *Assurance.* Providers need to know they’ve purchased the right product for the right application. They also get to see attributes that cannot be stored in ERP or MMIS systems.
- *Simplicity.* Clear and concise product descriptions improve the point-of-sale experience and makes purchasing the right products easier.
- *Ease.* Prodigo Solutions’ system takes the obligation of data storage and display off of providers’ shoulders.

## Get started.

Prodigo’s method of collecting item data from manufacturers is extraordinarily flexible, allowing the content to be easily shared via email, flat file, or GDSN. A Prodigo Solutions representative is available to facilitate your content integration. The process is simple, and free.