

A male technician with short brown hair and glasses, wearing a grey short-sleeved button-down shirt and dark blue trousers, is focused on a large, white medical device. He is holding a pair of glasses in his right hand. The device has a circular control panel with several buttons and a small display. A GE logo is visible on the side of the machine. The background is a plain, light-colored wall.

**SERVICEMAX**

MEDICAL DEVICE FIELD SERVICE:

# HOW TO EXCEL WITH DIGITAL

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# SERVICE KEEPS EQUIPMENT UP & RUNNING

The medical device industry is growing at a rapid pace fueled by an aging global population, expanding middle class in developing countries, and rising demand for innovative therapies.

New treatment machines, imaging technology and a wide array of testing and monitoring instruments are coming onto the market every day with the promise of improving patient outcomes. While companies focus on the development and sales of equipment, service is often the unsung hero keeping equipment up and running at healthcare sites.

Some medical device manufacturers have been early pioneers in digitizing field service. Because poor service can result in significant ramifications for a company's brand, or even cause harm to a patient, companies knew they needed systems to record service activities. But not all field service applications are created equal.

While home-built or custom ERP solutions were good enough in the past, modern purpose-built field service systems deliver more value. These systems can offer comprehensive asset lifecycle coverage from installation to decommission that enables field service teams to achieve better operational efficiencies, unleash growth, and decrease compliance risks. With a deep focus on assets, you get complete visibility into service history, exact asset location, and entitlements for your service technicians in the field. The best providers are committed to your success and can help you achieve business goals and adapt to changes within your service organization.

**This e-book discusses challenges and opportunities in field service for medical device manufacturers and highlights three customer success stories for Lumenis, MilliporeSigma, and Medivators in digitizing their field service operations with ServiceMax software.**

**ServiceMax works with hundreds of medical device, life sciences, and pharmaceutical companies around the world**

**Alcon**

**B|BRAUN**



**Lumenis®**

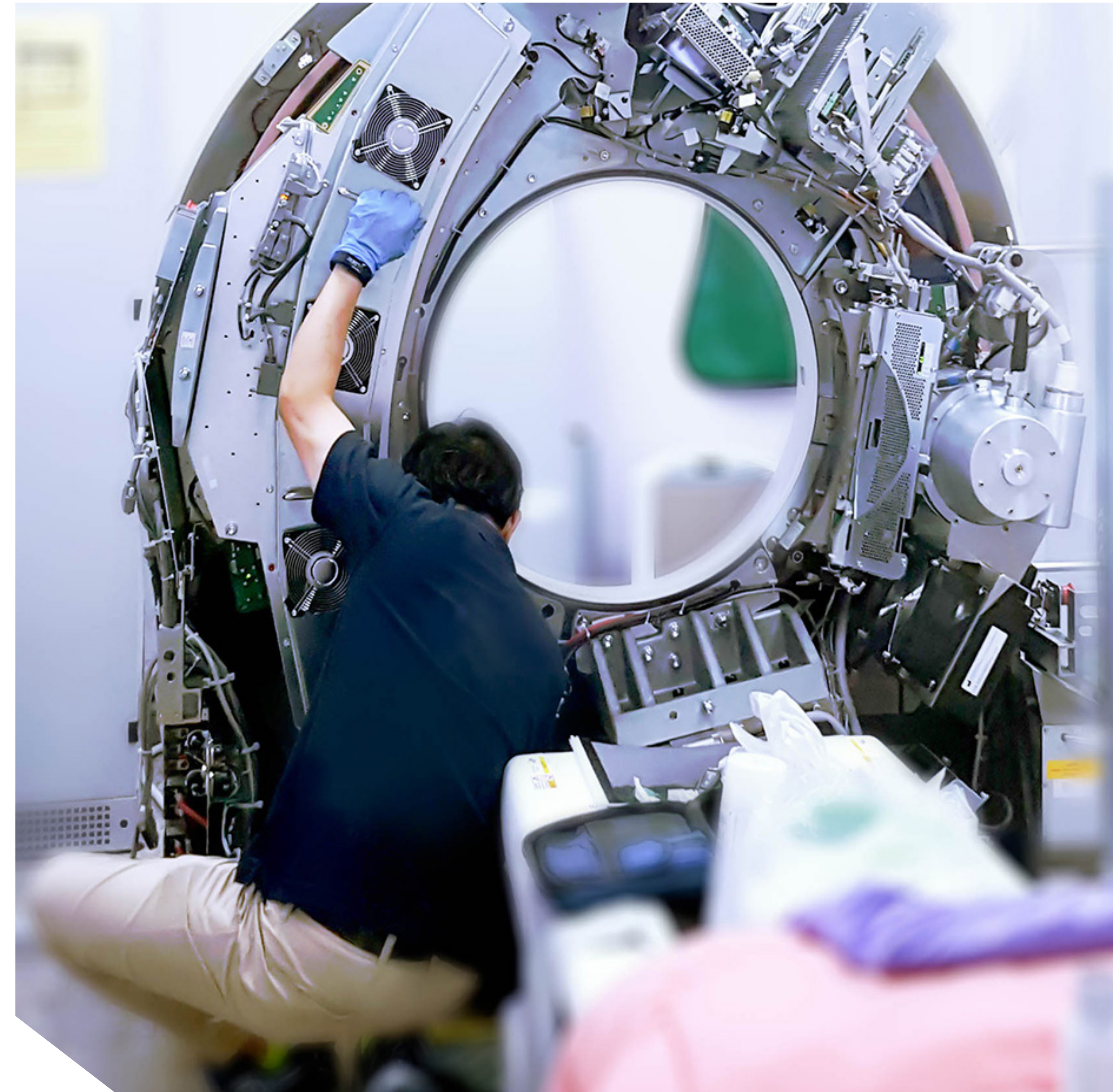
**MEDIVATORS®**  
A Cantel Medical Company

**Medtronic**

**MILLIPORE  
SIGMA**



**PHILIPS**







# NOT SO STATUS QUO



## Efficient service delivery

When working with complex equipment in a regulated environment, efficiency is not necessarily about squeezing 20 appointments into a technician's day. Instead, it's about giving technicians the right tools to deliver effective service on the first visit and ensure they capture accurate asset and compliance data while onsite. On a larger scale, organizational efficiency can be improved by aligning service processes and KPIs across the service organization. This is especially true for companies growing through acquisitions or entering new geographies. Standardizing service delivery on an enterprise-grade digital platform gives service organizations the data visibility and operational levers they needed to align service delivery and KPIs across the growing customer base. Read the **LUMENIS CUSTOMER STORY** to learn how ServiceMax helps improve efficiency in service delivery.



## Higher revenue growth

Did you know that service can yield profits of up to 2.5 times higher than product?<sup>1</sup> Companies maintain long-term relationships with their customers beyond the point of asset sale through service contracts. Delivering excellent service over time transforms technicians into trusted advisors. Now technicians can recommend directly, or work with sales, to advise on additional equipment or new value-added service sales to their customers. Beyond that, when service-captured intelligence is shared with other groups in the medical device company, it can lead to creation of new and improved products. Learn how **MILLIPORE SIGMA** improved service revenue with digital service transformation.



## Better regulatory compliance

No conversation about the medical device industry can avoid the topic of regulation. In recent years, industry regulators such as USA FDA and the European Medicines Agency have been updating the guidance and audit of even stricter compliance standards and consumer and patient protection legislation. Service delivery complies with the same strict rules and leaders are always looking for a proven process to meet these standards while providing robust evidence-based data and record keeping. Most medical devices have mechanical, electronic, and digital components that need to be managed. Yet most installed product records or bills of material only capture the mechanical components or related consumables. As service leaders look to minimize compliance risk, it is essential that they develop a bill of materials that covers all of the components of the product. Read how **MEDIVATORS** decreased field service compliance risk with ServiceMax.

### SERVICEMAX CUSTOMERS SEE THESE BENEFITS ON AVERAGE\*

**23%** increase in technician productivity

**25%** increase in service revenue

**24%** decrease in compliance incidents

\*Customer Survey Results

<sup>1</sup> McKinsey & Company, "Industrial Aftermarket Services: Growing the Core." <https://www.mckinsey.com/industries/advanced-electronics/our-insights/industrial-aftermarket-services-growing-the-core>





“Our technicians are very satisfied due to the quality of the solution and the user-friendly interface – compared with the legacy system they were using it’s totally different. We know they’re satisfied as we’re in touch with them on a daily basis.”

**Amir Belferman**, *CIO*

## CUSTOMER STORY

# LUMENIS

Lumenis is a global leader in minimally invasive clinical solutions for aesthetic, ophthalmology, and surgical markets. The company’s solutions are ground-breaking, healing previously untreatable conditions. They’re known as an expert in creating innovative energy-based technologies, including Laser, Intense Pulsed Light (IPL) and Radio-Frequency. Servicing their product range in a timely, efficient manner is critical so patients can receive key treatments.

## Challenge

For Lumenis, servicing a wide product range in a timely, effective manner is critical so that patients can receive timely treatment. The legacy system that the company had in place was inefficient and led to data losses and occasional incorrect shipments to customers. Lumenis wanted to unify its multiple databases into one global service process in order to improve service delivery with better technology, better processes and more efficiencies.


## Solution

Lumenis chose ServiceMax as their field service management solution in order to create operational efficiencies and data visibility. After comparing various solutions, Lumenis discovered that ServiceMax met every single one of their service delivery requirements, including offline mobile support for remote locations and hospitals.

## Results

Within six months from date of purchase, Lumenis was up and running! Today, their technicians are confident as they head to various jobs because of the support they receive through the ServiceMax mobile every step of the way. In addition to growing technician satisfaction, Lumenis increased their company KPIs including first-time fix rate, upsell and service revenue, as well as medical facilities satisfaction. By eliminating 14 different data bases and moving to a single solution, Lumenis now has one global process that helps in providing timely, efficient service, so that medical facilities using Lumenis equipment can deliver superior patient outcomes.





“My favorite thing about ServiceMax is the ability to be more proactive in looking at our business and being able to make the right decision at the right time to improve our customer’s experience. We’ve been able to make a dramatic difference to our customers by demonstrating that the SLAs we’ve committed to are actually coming to fruition. It really has been a transformative tool.”

**Stephen McPhee,**  
*Head of Service*

# CUSTOMER STORY MILLIPORESIGMA

MilliporeSigma, a global leader in the life sciences industry and a part of Merck, provides scientists and engineers with lab materials, technologies and services. The company’s goal is to make research and biotech production simpler, faster and safer.

## Challenge

Before choosing ServiceMax, MilliporeSigma had low visibility into their service operation that diminished opportunities to capture leads from the service organization. The company had separate databases for their field service organization, systems team, sales and contract renewals. It took weeks to pull together siloed data for analysis to understand technician efficiency, capture leads or grow revenue.


## Solution

MilliporeSigma knew it needed to take action in order to make service organizations across their 40 countries of operation profitable. With this goal in mind, the company chose the ServiceMax solution. ServiceMax enabled the company to harmonize their data and quickly analyze their service execution through a field service KPI dashboard. Lead generation has improved because technicians started sharing leads with sales. The team started sharing important metrics with their customers like first-time fix rates and average response time in real-time.

## Results

MilliporeSigma has over 1,000 users of ServiceMax. With this adoption, the company’s service leaders have seen an increase in revenue. Contract attach rates rose from 10 percent to as high as 40 percent after the first year of using ServiceMax and contract renewal rates are now at 94 percent!





"We saw ServiceMax as the way to gain the visibility we didn't have. We could see its potential to reduce costs and improve customer satisfaction."

**Amos Schneller,**  
*VP of Global Service  
& Technical Support*

## CUSTOMER STORY

# MEDIVATORS

Medivators, a Cantel Medical Company, is one of the leading providers of infection control products and services. These solutions guarantee safe and correct disinfection of endoscopes and other devices for medical companies around the world. Medivators focuses on two critical areas - endoscope reprocessing and endoscopy procedure products. Accurate and complete documentation is key for regulatory compliance, however Medivators knew paper and pen were no longer the most efficient way.

### Challenge

For Medivators, paperwork was required at every step of their processes - from service reports, to customer engagement and, most importantly, proof of training to meet patient safety and HIPAA requirements. The company was waiting on handwritten, signed documents to be mailed before warranties could even happen. The average time frame for documentation to come in from the field was 7 to 10 days.

### Solution

Amos Schneller, Medivators' Vice President of Global Service and Technical Support, heard about ServiceMax at an industry conference. He recognized that ServiceMax would provide the visibility that the company needed to meet the requirements that keep their patients safe. The use of iPads by service technicians helped comply with service processes, capture data more accurately and improve reporting.

### Results

Training and service reports are now received within fewer than three days. Medivators' technicians submit reports as soon as the work order is completed - allowing records to stay accurate and the company - compliant. Moreover, greater visibility in service activities and reduced billing time has helped double the profitability of the service organization since adopting ServiceMax.





# SERVICE MAX

## Asset 360 & Salesforce

#1 Asset-centric FSM | #1 Optimization Engine | #1 CRM Platform