

assist

Medical Arts Press Achieves Operational Improvements With Assist

System Helps Medical Arts Press Improve Efficiencies and Satisfy Customers

assist

case study

When Medical Arts Press was founded in a small storefront print shop, their goal was to provide physicians and dentists with innovative printed products sold through the mail. Today, Medical Arts Press processes over ½ million orders each year from a state-of-the-art facility. Over 250,000 healthcare professionals across the nation rely on Medical Arts Press as their primary mail order supplier of professional printing and practice related essentials. They've come to rely on Medical Arts for top quality products, low competitive prices and fast, friendly service. Over 400 employees are dedicated to doing whatever it takes to satisfy their customer's needs.

Medical Arts had a legacy system that was created in house and required a full-time IT staff to run and maintain. This system was stretched to its limits as the company experienced growth in their business. Medical Arts also had two subsidiaries that each had their own IT system, making it difficult to track financials, inventory, and inter-company transactions.

Required: An Integrated Order Management System To Improve Operational Efficiency

Medical Arts Press needed an IT system that would integrate their multiple operations, speed up order-taking and shipping while keeping their costs as low as possible. Medical Arts Press also used many resources when training new users on their old order management system, with some training programs taking up to six weeks to complete. In addition to their requirement for a system that would increase the efficiency of their order fulfillment process, they had to reduce training time for new employees, and provide direct marketing tools for forecasting and customer tracking methods.

The Assist Solution

With Assist, Medical Arts Press could create online inter-company transactions, provide faster training for their employees, and automate many business processes that previously were done by the IT staff. With the Assist system, they could also track campaigns and customer purchasing trends with greater accuracy than was possible with their legacy system.

The Assist Product Suite

The Assist modules selected by Medical Arts Press to manage their business operations included: Accounts Receivable; Accounts Payable; General Ledger; Order Entry; Direct Marketing; Inventory; Purchasing; Invoicing; Sales Analysis; Campaign Tracking; and Customer Management.

The Outcome:

The Assist system helped Medical Arts Press keep their costs low and therefore keep prices to their customers very competitive. They significantly increased the efficiency of taking and shipping customer's orders. With the Assist system, Medical Arts is living up to their philosophy to "...Nurture long-term relationships with our customers by identifying and fulfilling their needs and wants. We will continuously improve customer satisfaction by providing a broad product selection, offering quality products and services, and ensuring timely delivery and competitive pricing."