

CHALLENGE

How does the world leader in orthopedic trauma devices for internal and external fixation market its innovative trauma products to as many U.S. hospitals as possible?

SOLUTION

In 2000, Synthes, which develops, produces and markets instruments, implants and biomaterials for the surgical fixation, correction and regeneration of the human skeleton and its soft tissues, contracted with Novation to ensure as much U.S. exposure to its products as possible.

"We felt that collaborating with Novation would provide us access to VHA, UHC and Provista members, while also providing value to the entire membership," says Dave Waibel, Synthes' vice president of sales administration.

RESULTS

Eight years later, Novation is the largest group purchasing organization with which Synthes works. More than 1,600 VHA, UHC and Provista members have utilized the Novation agreement with Synthes, and the supplier has seen approximately \$2.5 billion in sales through Novation contracts. Synthes' average 16 percent sales growth through Novation exceeds its national average.

"The Novation team works to help its members see the benefit of standardization and utilizing its supplier contracts," says Lou Yannarell, Synthes' manager of contracts. "We're grateful for the support of Novation's staff members, and they're always there to assist us when necessary."

Heidi Gentzsch is relatively new to her position as Synthes' contract administrator, but says that Novation's customer service has already made an impression. "Everyone that I've dealt with has been very helpful and responsive to my needs," she says.

Novation's portfolio executives are intimately familiar with Synthes' products — which helps them relay the products' many benefits to member hospitals. "We're different from our competitors in that all we do is trauma, and our Novation portfolio executives truly understand what Synthes is all about," says Waibel.

"They're sometimes in a difficult spot between the customer and supplier," Waibel continues. "And yet they do a tremendous job of driving home the benefits of our agreement with members while protecting the integrity of what was agreed upon."



SUPPLIER PROFILE Synthes

Headquarters:
West Chester, Pa.

Year Established:
1975

Program Participation:
Synthes has been a Novation-contracted supplier since 2000.

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—Dave Waibel, Synthes