

WORK *at* LIGHTSPEED™

Transforming Customer Service at TriMedx

DOUG FOLSOM
CHIEF INFORMATION OFFICER
TriMedx

Agenda

- Introduction
 - Who we are
 - What we did
 - How it pertains to you
- The TriMedx and ServiceNow Journey
 - Challenges
 - Solutions
 - What we learned
- Wrap Up
 - Where will we go from here
 - Q&A

Speaker Introduction



Name: Doug Folsom

Title: Chief Information Officer

Function: Information Technology, Clinical Asset Management Services

Company: TriMedx

EXPERIENCE: 30 years of information technology leadership across various industries

EXPERTISE: Business transformation, process improvement, architecture

ACHIEVEMENTS: Initiated and led large scale technology and transformation projects in multiple companies. Ran large B2B SaaS systems and managed services platforms.

CURRENT PROJECTS: Operational transformation using ServiceNow, Automation of backoffice processes – procure to pay, HR systems, Contracts, Account Management

About TriMedx



NAME: TriMedx

INDUSTRY: Clinical Asset Management

MARKET FOCUS: Outsourcing of clinical equipment management and maintenance providing cost savings by right-sizing of inventory fleets, increased staff productivity, and intelligent capital equipment planning for Global Hospital Systems of over \$10B in annual revenue

COMPANY'S PRIMARY PRODUCTS/SOLUTIONS: Clinical Engineering (Radiology, Laboratory, Biomed Equipment Maintenance), Moveable Medical Equipment Management (Pumps, Beds, Lifts, Chairs), CE-IT Integration (ePHI HIPAA Compliance, EMR), Capital Equipment Lifecycle Management

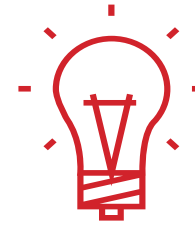
COMPANY-WIDE INITIATIVES: Increased Patient Safety, Responsiveness to Customers Needs, Cost Savings to Customers, Regulatory Compliance, Data analytics

Session Overview



Objectives

- Increase efficiency and effectiveness, while reducing costs.
- Improve speed to market



What You Will Learn

- Understand the healthcare environment and challenges facing most companies today
- Learn about the key advantages of ServiceNow® Customer Service Management (CSM), Field Service Management (FSM) and the mobile application
- Gather key critical success factors (CSFs) for a successful implementation
- Discuss how the lessons may apply to you for your initiatives/projects

Business Landscape

- Rapid Growth – Largest independent provider of Clinical Engineering Services
 - Today: 1,800+ client healthcare locations (17% growth since 2015)
 - Constantly shifting complex regulatory environment
 - Federal and state regulations, NFPA, FDA, CMS
 - Accreditation requirements: The Joint Commissions, HFAP, DNV, CAP, CLIA
- Strong competition from OEMs, in-house programs, and multi-service hospital support companies (food, uniforms, facility & medical equipment maintenance) driving commoditization of some services
- Data-driven business
 - Patient welfare, customer satisfaction, and competitive advantage is dependent on data availability and accuracy



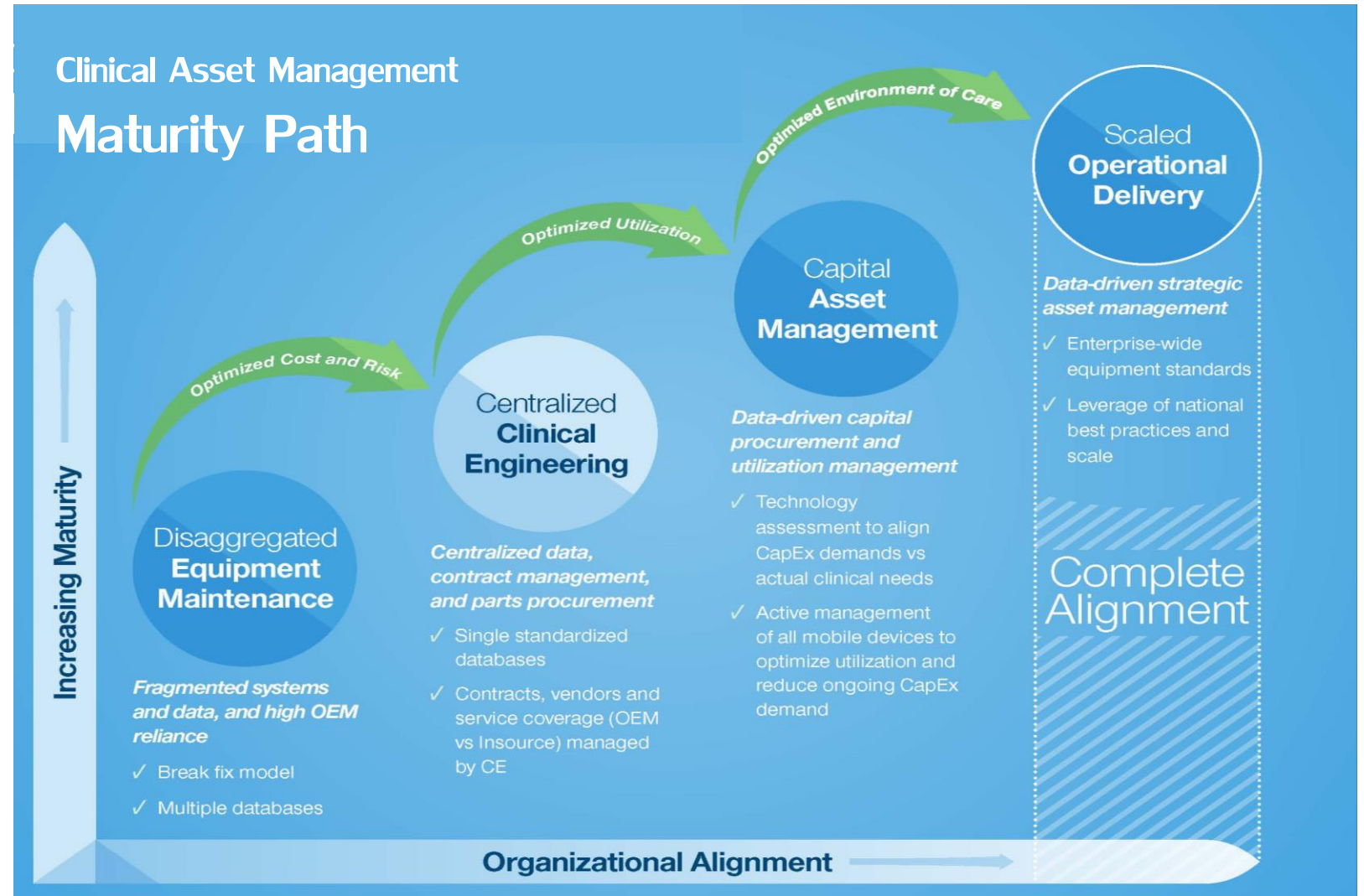
Core Values:

Service of the Poor | Reverence | Integrity | Wisdom | Creativity | Dedication

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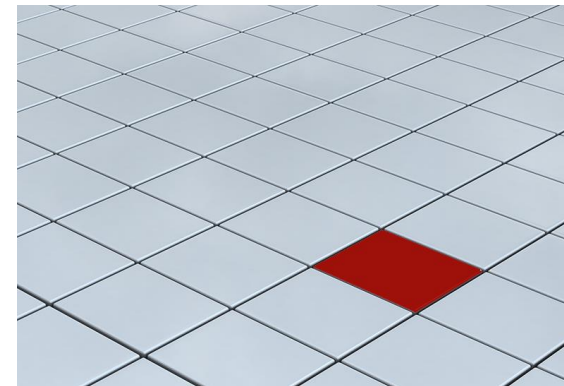
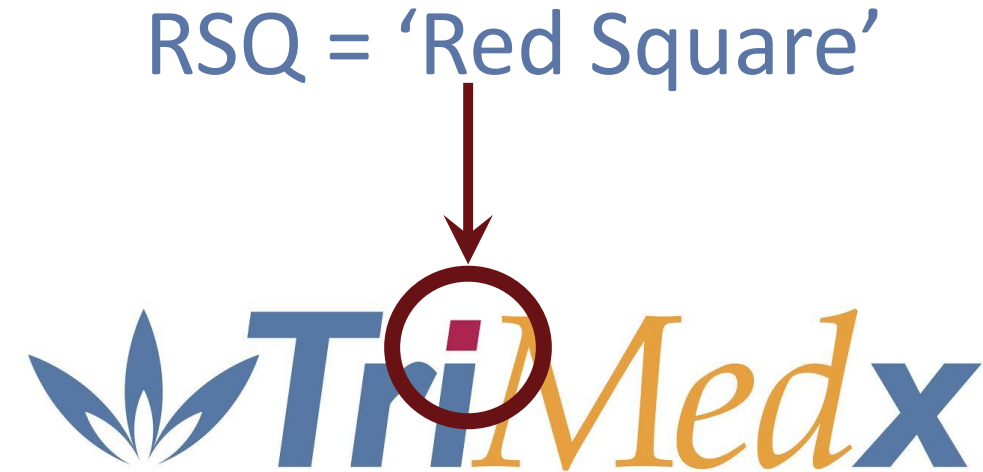
What TriMedx Does for Our Customers

- Gain total visibility into all clinical assets and deploy a unified strategy for managing them.
- Improve economics by planning, managing, and deploying clinical assets in more efficient and sophisticated ways.
- Free up capital that can be reinvested in other vital areas of patient care.



Drivers for Change

- Old platform challenges: RSQ
 - Data inconsistency
 - Historical “bolt-ons” inhibiting agility and growth
 - Lack of consistent application architecture
- Need for flexible “**center piece**” to build new value-add offerings for customers
- Data availability and accuracy – decision support and analytics
 - Maintain historical data
- Diversity of Operations
 - 1800+ Client healthcare locations
 - Technician: Mixture of TriMedx and hospital employees



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Drivers for Change

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- Data availability and accuracy

CURRENT STATISTICS:

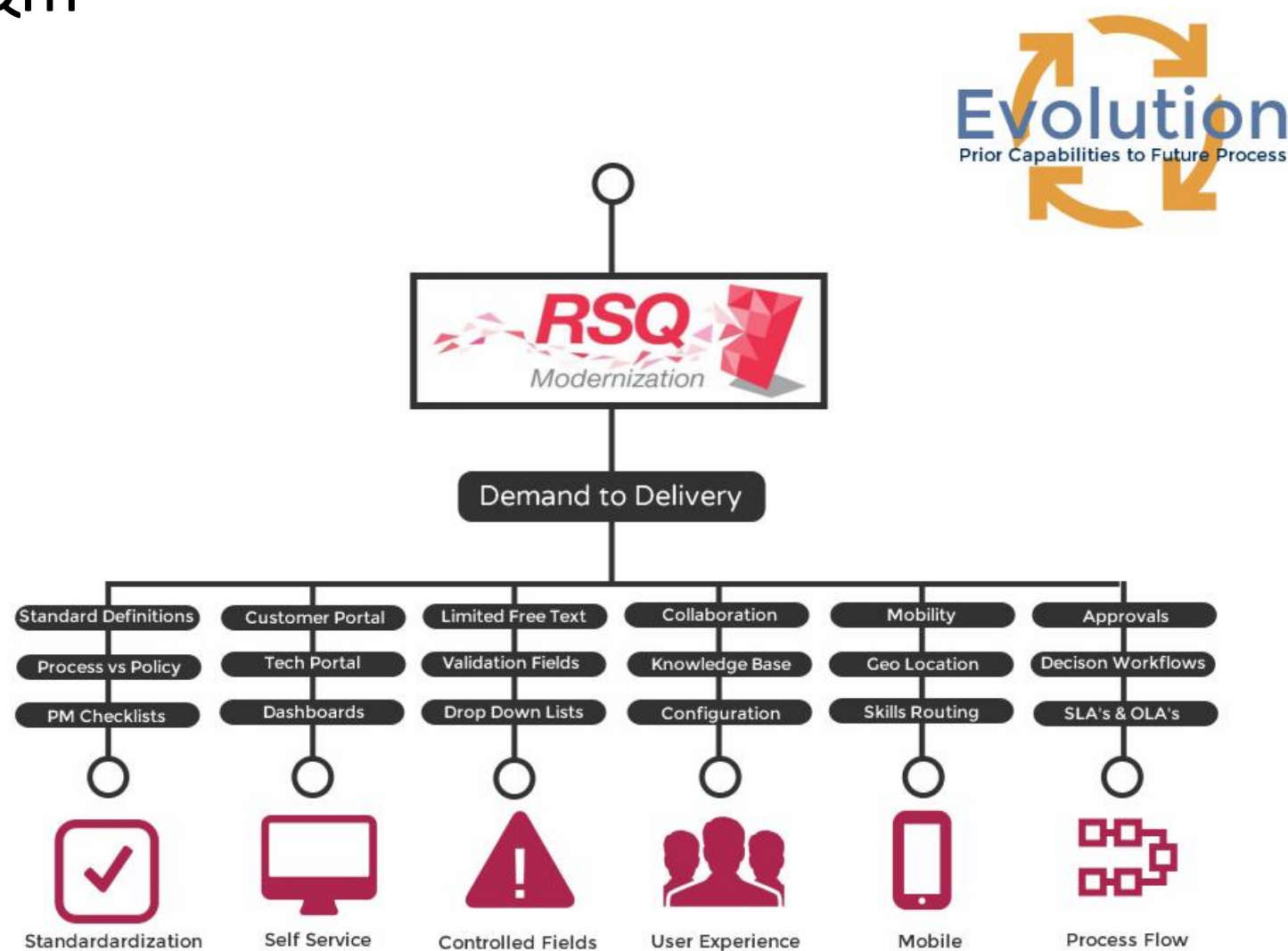
- Devices under management: 1,738,464
 - Device types: 75,000+
- Unique Customers: 1,017
- Active users: 1,504
- Average work orders per month:

WORK ORDER TYPE	MONTHLY AVERAGE
Preventative Maintenance	63,055
Repair	36,869
Initial Inspection	28,978
Alert	40,370
Time	4,497
TOTAL	173,769

Solution – Modernize RSQ

- Reviewed several platforms
 - Completed due diligence in selecting a platform
 - Compared key functionality, future potential, and cost of each platform
- ServiceNow selected as the platform for RSQM
 - “Hub” of TriMedx operations
 - Configurable and tailorable
 - Enables speed to market
 - Domain separation: Supports diversity of operations while maintaining process and data standardization
 - ServiceNow Applications
 - Customer Service Management: Reduce customer effort and increase customer satisfaction...all while driving new business opportunities
 - Field Service Management: Access and deliver work orders anytime, anywhere
 - Mobile application: Supports the ability to work on-the-go in a fast paced environment, where time saves lives

Solution – RSQm



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Customer Service Management

- Reduce customer effort and increase customer satisfaction...all while driving new business opportunities
 - Lower support costs
 - Predicting trends to drive actionable improvements
 - Trends related to medical devices
 - More effective preventative maintenance schedules
 - Strategic focus on new business, transformation, and revenue
- Transparency from customer contact-to-device repair
 - Increased customer satisfaction

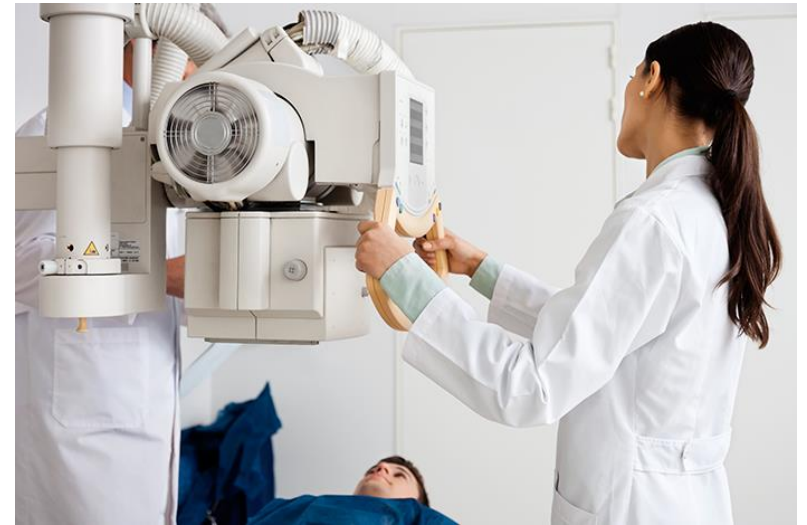
OUR CUSTOMERS ARE THE HEALTHCARE PROFESSIONALS
TAKING CARE OF YOU AND YOUR FAMILY.



Field Service Management

- Access and deliver work orders anytime, anywhere
 - Work orders: Preventative maintenance, repairs, alerts (vendor mandated updates/recalls)
 - Replace costly break-fix with preventative maintenance
 - Increase field productivity
 - Access from the desktop and mobile application
 - Minimize business disruption

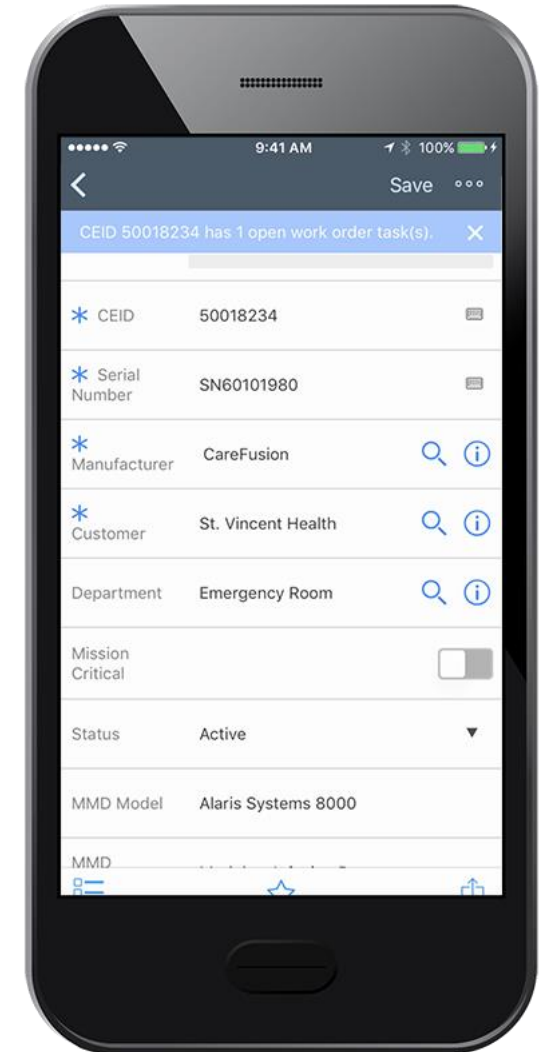
IN OUR WORLD, BUSINESS DISRUPTION IS NOT JUST AN INCONVENIENCE, IT IMPACTS THE LIVES OF OUR PATIENTS.



Mobile Application

- Work on-the-go, where time saves lives
 - Quick access to key data and information
- Supports the key driver to minimize business disruption

ENABLING AND EMPOWERING FIELD SERVICE
ANYWHERE, ANYTIME THROUGHOUT THE HOSPITAL.



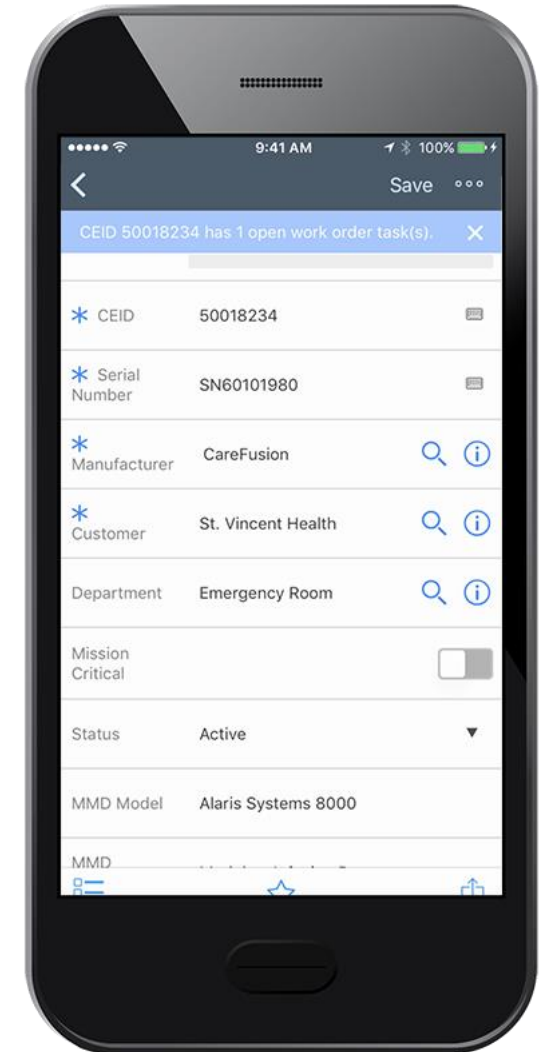
Typical Use Cases



Mobile Application

- Demonstration
 - Nurse reports issue to CEC
 - Tech is assigned work order
 - Locates device (CEID)
 - Repairs device
 - Completes work order

ENABLING AND EMPOWERING FIELD SERVICE
ANYWHERE, ANYTIME THROUGHOUT THE HOSPITAL.



Critical Success Factors

1

Strategy and
Requirements

Support the
business process
with the solution
(not the other way
around)

2

Organizational
Change /
Communications

Maintain clarity on
the "what's in it for
me" for stakeholders

3

Governance

Process and
requirements
definition by
committee is never
easy; listen but
make a decision

FOCUS ON THE CORE MISSION: PATIENT SAFETY AND CUSTOMER SERVICE

Critical Success Factors

- Strategy and Requirements
 - Stakeholder identification
 - Business process improvement
 - Requirements definition
 - Agile-fall solution development
 - Phased deployment

Support the business process with the solution
(not the other way around)



FOCUS ON THE CORE MISSION: PATIENT SAFETY AND CUSTOMER SERVICE

Critical Success Factors

- Organizational Change and Communications
 - Regulatory
 - CEC
 - Site Managers
 - Field Service Technicians

Maintain clarity on “WIIFM” for stakeholders
(through open, honest, frequent
communications)



FOCUS ON THE CORE MISSION: PATIENT SAFETY AND CUSTOMER SERVICE

Critical Success Factors

- Governance
 - Executive-level sponsorship and support
 - Top-down oversight and strategic direction
 - Defined platform owner
 - Defined process owners
 - Timely decision making

Process and requirements definition by committee is never easy (listen to stakeholders but make a decision for the good of the order)



FOCUS ON THE CORE MISSION: PATIENT SAFETY AND CUSTOMER SERVICE

Projected Outcomes

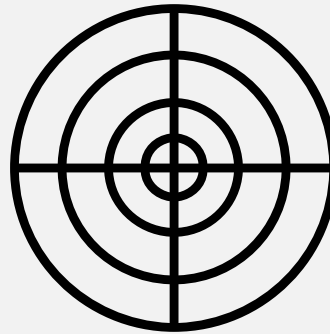
1

Speed to market



2

Improved data
quality



3

Increased customer
satisfaction



Benefits of New Platform



Availability

Web-based application running in the cloud. No matter what network you are on, you will always be able to connect



Efficient

increased efficiency to the field by improving operation and field capabilities, overall performance and usability



Data Driven

Delivering integrated informatics and business intelligence for analytics, customer decision support, and other potential product offerings



Customer Portal

Providing customers a web portal for requesting service, reporting data, and capturing KPIs



Standardization

Pre-populated drop down lists, boxes to check, and fewer 'free text' fields.



Reliability

Providing a robust, stable, high performing browser-based medical equipment management platform with increased uptime

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Top Takeaways

1

During initial rollout
“keep it simple” –
favor flexibility and
training over
managing every
potential deviation
from the ideal

2

The breadth and
depth of the
ServiceNow®
platform is
enormous – define a
strategic, phased
implementation
approach and plan

3

Listen to and
communicate with
your stakeholders –
they truly are a
Critical Success
Factor

Q & A

DOUG FOLSOM

Chief Information Officer
TriMedx

MARTIN BURKE

President, Sales and Business Development
Integrated Solutions Management

Take the Survey

Please take a moment to complete a session survey in the Knowledge17 app.

Thank You

Doug Folsom

Chief Information Officer

TriMedx