

TOSHIBA AND DOCUWARE ELIMINATE FILING: SAVE TIME AND MONEY FOR MEDIVANCE

Customer: Medivance, Inc.
Country: USA
Industry: Healthcare



Over the past decade, Medivance, Inc. has grown exponentially as its Arctic Sun product, a non-invasive surgical warming and cooling device, has quickly become the standard of care. Day-to-day operations, however, remained mired in the past. Accounts Receivable, in particular, was an extremely paper-heavy process. Compiling audit paperwork had become extraordinarily labor-intensive and re-filing post audit would sometimes be left undone.

With help from Toshiba, Medivance installed DocuWare and put it to work in Accounts Receivable, managing the many documents associated with customer orders, shipping, and invoicing. Today, these functions and more are all managed from the desktop—no filing required.

In 1998, Medivance Inc. based in Louisville, Colo. (near Denver), began operations as a research and development company with partners Bob Kline and Gary Carson working together to develop a non-invasive surgical warming product.



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Today, the second generation of that original product, Arctic Sun, not only warms but also cools the patient. Controlled cooling—or induced hypothermia—is credited with saving brain tissue in trauma patients undergoing surgical procedures. The product uses hydrogel-coated wraps that adhere to a patient's abdomen, arms and legs; body temperature is lowered or raised by water that circulates through the pads.

"Induced hypothermia as a therapeutic model is really coming of age," says Riley Kyle, controller, Medivance. "It is now the standard of care, and our customer base is growing with that acceptance. We're moving beyond just top-tier hospitals into regional centers and community hospitals worldwide." Arctic Sun is sold in the U.S. and 35 international markets.

Until recently, however, the company's cutting-edge technology did not extend to its day-to-day operations. Take for example, Medivance's sales, shipping, and accounts receivable operations. "We would get purchase orders from either university systems or hospitals," says Kyle. "That would generate a sales order, which would then create a shipping document. After the product shipped, we would receive a proof of delivery from FedEx, which led to an invoice." Each document along the way was printed to become a permanent record. "All this paperwork would be collated and then go into the customer file along with any customer service documentation." And often, Kyle explains, there were multiple copies of documents in files throughout the company.

Yet the paper copies were vital as revenue recognition. For audits, accounting personnel would pull the files, bundle original documents together, and then re-file the paperwork once the audit was complete. But when a company is on the fast track (Medivance grew 35 percent in 2009 alone) filing sometimes just isn't the most important task at hand, and was often being left undone in an effort to complete higher priority tasks.

"We're a small company and we run very lean," says Kyle. "There are four people in accounting. We don't have a lot of time to spend pulling documents for auditors, and then putting them all back. That was really what caught my eye with DocuWare – the ability to save that time." Brandon Baines, solutions consultant at Toshiba, first approached Medivance regarding DocuWare in the summer of 2008. "When you start up as a research and development outfit – and are venture-backed – you don't have a lot of money to throw at anything, including salaries or systems," says Kyle. "Every investment has to absolutely work for us."

Baines and David McNeely, business analyst at Toshiba presented a DocuWare demo to Kyle and Bob Kline, CEO, Medivance, using some of Medivance's own documentation. But by this time, the Medivance team had done its own research and was already sold on the solutions Toshiba was offering. In fewer than two months, DocuWare was installed. Medivance began with five DocuWare licenses, and then soon added five more

along with three compact scanners. "It was an eye-opener," says Kyle about how DocuWare changed the company's processes. "It not only stores an image of something, it also creates a relationship so you can pull related documents. And I can do all this from my desk!"

In fact, Kyle was so delighted with the new system that, although the installation took place late in 2008, he decided to input the entire year's files immediately. "We literally went into filing cabinets and spent three months removing staples from thousands of documents, scanning them into DocuWare, and creating the relationships, so we had an entire record for 2008. People hated me at first, but the minute DocuWare was available and they started using it, the system sold itself. We got past initial resistance very quickly," said Kyle. Today, other than expense reports, no paper is filed at Medivance.

In the coming months, Medivance will install DocuWare at its Dutch subsidiary, which manages its electronic connections through SAP. The plan is then to take that model and apply it back to the Colo. headquarters, which will also adopt the SAP platform.

Prior to the implementation of DocuWare, the lean-running Medivance accounting team considered a new hire solely to handle the housekeeping associated with paper documentation and filing. "Without DocuWare, I would have been required to hire someone at perhaps \$50,000 per year plus benefits," continued Kyle. Now there's no need for that new hire. Kyle prepares documentation samplings for auditors all from the comfort of his desk. "This has been one of the best projects I've ever been involved in. We have eliminated the administrative distractions, so that our people can pay attention to the things they do best and that matter the most to our business."

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