



# CIO100

SYMPOSIUM & AWARDS CEREMONY

Creating Sustainable  
Innovation & Business Value



# **Welcome & Opening Remarks**

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Vice President of IT  
BREG

## Overview



- BREG History
- Healthcare and the Market
- What is VISION?
- The Business Case
- Technology as an Accelerator
- Mobility
- Lessons Learned



## BREG History

- Founded in 1989
- Subsidiary of Orthofix
- Medical Device Company
- Sports Medicine Focus
- Offices based in:
  - San Diego, CA
  - Mexicali, Mexico
- 500 Employees Worldwide
- \$97M in sales



# Healthcare and the Market

- Challenges with Reimbursement
- Competition
- Consolidation

The Big Question: How Do You Stand Out?

# Market Feedback

*Question: What is The Biggest Challenge In Orthopedics?*

- Managing inventory is a manual process
- The Orthopedic office is inefficient
- Doctors are extremely busy
- Patients don't always get the products they need at the time they need them

# **Selling The Case For Innovation**

## *What We Thought We Could Do*

- Creating a new market and competency
- The boardroom discussion
- Customer Value
- Differentiating from the competition

# Selling The Case For Innovation

- The Plan
  - Develop a first generation solution for \$250,000
  - Deploy to 3 clinics
  - Generate ROI within 2 years



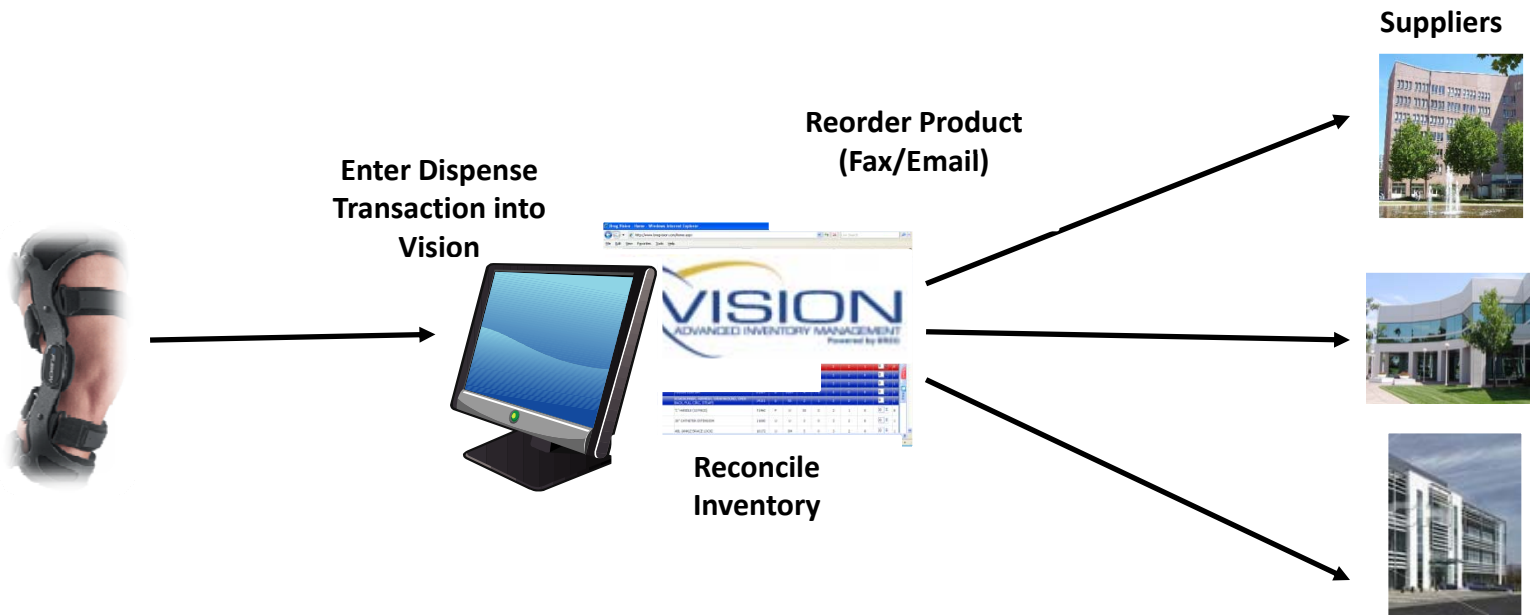


# Idea → Product → Market

*A new “Commercial IT Focus”*

- We developed an idea based on the customer need
- Identified two top customers for a beta
- Developed an external team to build the product
- Built the organizational support to succeed

# THE VISION CONCEPT



# How Did We Build It?

A CLEAR STRATEGIC VISION

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## How Did We Build It?

- Relied on existing standards and 3<sup>rd</sup> party offerings
- Developed code to be flexible for the future
- Steered away from high licensing costs
- Developed a “step approach” for features

# What Did We Create?

*For the Orthopedic Practice*

- Inventory Management
- Forms Management
- Process Management
- Easy to Use
- Web-based

**BREG** AN ORTHOFIX COMPANY **VISION** ADVANCED INVENTORY MANAGEMENT [View Cart](#)

Home Dispense Inventory Check-In Admin

Welcome, user1 [Log Out](#) Practice: Sharp Location: Sharp Southeast Change Location: Sharp Southeast

Search  All

Inventory Order Status ReOrder Critical On Order

Supplier	Part Name	Code	Qty On Hand	Reorder Level	Par Level	Critical Level
BREG	FUSION OTS LT XL	00540	0	10	10	3
BREG	FUSION OTS LT LGE	00540	4	5	5	2
BREG	WALKER VENTURE TALL L	10804	5	10	10	5
BREG	WALKER VENTURE TALL M	10803	10	15	20	5
BREG	WALKER VENTURE TALL S	10802	30	8	40	3
BREG	FUSION OTS LT M	00530	8	5	5	3
BREG	FUSION OTS LT XL	00550	7	7	8	3
BREG	WALKER VENTURE TALL S	10802	30	8	40	3

Last 10 items Dispensed

Supplier	Part	Code	Quantity	Physician	Cost	Total	Date Dispensed
BREG	FUSION OTS LT M	00530	1	steve romeo	\$100	\$5,789	7/20/2007 12:00:00 AM
BREG	FUSION OTS S LT	00520	1	steve romeo	\$100	\$67	7/20/2007 12:00:00 AM
BREG	WALKER VENTURE TALL L	10804	1	steve romeo	\$100	\$254	7/20/2007 12:00:00 AM
BREG	WALKER VENTURE TALL M	10803	278	steve romeo	\$100	\$890	7/20/2007 12:00:00 AM
BREG	WALKER VENTURE TALL S	10802	2	steve romeo	\$100	\$870	7/20/2007 12:00:00 AM
BREG	WALKER VENTURE TALL L	10804	1	steve romeo	\$450	\$1,234	3/20/2007 12:00:00 AM
BREG	WALKER VENTURE TALL S	10802	1	steve romeo	\$450	\$8,879	3/20/2007 12:00:00 AM

Dead Stock

Supplier	Part	Code	QOH	ParLevel	Reorder Level	Critical Level
BREG	FUSION OTS LT LGE	00540	4	5	5	2
BREG	FUSION OTS LT M+	00535	15	10	10	3
BREG	FUSION OTS LT XL	00550	7	8	7	3
BREG	FUSION OTS LT XXL	00560	0	10	10	3

# Why VISION?

- Better Patient Service
- Reduces Cost To The Practice
- Drastic Efficiency Gain
- Increased Revenue

**BREG** AN ORTHOFIX COMPANY **VISION** ADVANCED INVENTORY MANAGEMENT [View Cart](#)

Home Dispense Inventory Check-In Admin

Welcome, user1 [Log Out](#) Practice: Sharp Location: Sharp Southeast Change Location: Sharp Southeast

Search  All

**Inventory Order Status** ■ ReOrder ■ Critical ■ On Order

Supplier	Part Name	Code	Qty On Hand	Reorder Level	Par Level	Critical Level
BREG	FUSION OTS LT XXL	00501	0	10	10	3
BREG	FUSION OTS LT LGE	00540	4	5	5	2
BREG	WALKER VENTURE TALL L	10804	5	10	10	5
BREG	WALKER VENTURE TALL M	10803	10	15	20	5
BREG	FUSION OTS LT XL	00550	15	10	10	3
BREG	FUSION OTS LT M	00530	8	5	5	3
BREG	FUSION OTS LT XL	00550	7	7	8	3
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BREG	FUSION OTS LT XXL	00560	0	10	10	3

# Results

- ROI achieved
- Customers sell each other!
- New features are customer-driven

**BREG** AN ORTHOFIX COMPANY **VISION** INVENTORY MANAGEMENT

View Cart

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Welcome, user1 (Log Out) Practice: Sharp Location: Sharp Southeast Change Location: Sharp Southeast

Search [input type="text" value="All"]

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BREG	WALKER VENTURE TALL M	10803	10	15	20	5
BREG	FUSION OTS LT M	00530	8	5	5	3
BREG	FUSION OTS LT XL	00550	7	7	8	3
BREG	WALKER VENTURE TALL S	10802	30	8	40	3

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BREG	FUSION OTS LT M+	00525	15	10	10	3
BREG	FUSION OTS LT XL	00550	7	8	7	3
BREG	FUSION OTS LT XXL	00550	0	10	10	3

VISION Transactions (per year)

2008	2009	2010
100,000+	300,000+	700,000+

# Business Acceleration

*With Technology*

Vision is an additional tool for our sales force to spread the BREG message.

We differentiate ourselves from the competition with the technology

Market share is gained with innovation

The screenshot displays the BREG VISION software interface. At the top, there are logos for BREG (AN ORTHOPA COMPANY) and VISION, along with a 'View Cart' button. Below the logos, there are navigation tabs: Home, Business, Inventory, Check-In, and Admin. A search bar is present with the text 'Welcome, user1' and 'Last Day: Friday, Sharp Location: Sharp Southeast'. The main content area is titled 'Inventory Order Status' and features a table with columns: Supplier, Part Name, Code, Qty On Hand, Reorder Level, Par Level, and Critical Level. The table contains several rows of data, with some rows highlighted in yellow and others in blue. Below the main table, there are sections for 'Last 10 Items Dispensed' and 'Dead Stock', each with their own respective tables.

Supplier	Part Name	Code	Qty On Hand	Reorder Level	Par Level	Critical Level
BREG	FUSION DTS LT USE	00340	4	5	5	2
BREG	WALKER VENTURE TALL L	00004	5	10	10	0
BREG	WALKER VENTURE TALL M	00001	30	10	10	0
BREG	FUSION DTS LT M	00330	4	5	5	2
BREG	FUSION DTS LT XL	00330	7	7	8	2
DMC	WALKER VENTURE TALL S	00002	30	6	40	2

Supplier	Part	Code	Quantity	Physician	Cost	Total	Date
BREG	FUSION DTS LT M	00330	1	elene	1000	85.700	7/20/2017
BREG	FUSION DTS LT	00330	1	elene	1000	80.7	7/20/2017
BREG	WALKER VENTURE TALL L	00004	1	elene	1000	6294	7/20/2017
BREG	WALKER VENTURE TALL M	00003	270	elene	1000	8090	7/20/2017
BREG	WALKER VENTURE TALL S	00002	2	elene	1000	8070	7/20/2017
BREG	WALKER VENTURE TALL L	00004	1	elene	1000	81.034	7/20/2017
BREG	WALKER VENTURE TALL S	00002	1	elene	1000	80.670	7/20/2017

Supplier	Part	Code	QOH	Part Level	Reorder Level	Critical Level
BREG	FUSION DTS LT USE	00340	4	5	5	2
BREG	FUSION DTS LT M	00330	10	10	10	2
BREG	FUSION DTS LT XL	00330	7	8	7	2
BREG	FUSION DTS LT XL	00360	0	10	10	2



# VISION Mobile Technology



# VISION: Today and Tomorrow

Today	Tomorrow
Inventory Management	Social Networking
Reporting	Electronic Signature
Mobility	BI Dashboards
Barcode Scanning	Back office Integration
	RFID Integration



## Lessons Learned

- Having the courage to try something different can generate big results
- IT is not just for the “back office” but can be used as a business accelerator
- Getting out in the field and listening to the customer is critical

The screenshot displays the BREG VISION software interface. At the top, there are logos for BREG (AN OETIKER COMPANY) and VISION, along with a 'View Cart' button. Below the logos, there are navigation tabs: Home, Expenses, Inventory, Check-in, and Admin. A search bar is present with the text 'Inventory: none' and a 'Go' button. The main content area is titled 'Inventory Order Status' and features a table with columns: Number, Part Name, Code, Qty On Hand, Reorder Level, Part Level, and Critical Level. The table contains several rows of data, with some rows highlighted in red and yellow. Below this table is a section titled 'Last 10 Items Dispensed' with a table containing columns: Number, Part, Code, Quantity, Price/Unit, Cost, Total, and Date. This table lists the most recent items dispensed. At the bottom, there is a 'Dead Stock' section with a table containing columns: Number, Part, Code, Qty, Part Level, Reorder Level, and Critical Level.

**Questions?**