

# CASE STUDY PATIENT APPLIANCES AND SUPPLIES

## COMPANY PROFILE "OSTOMED"

- Manufacturer of patient appliances and supplies
- In the business for 50+ years
- Manufacturing and distribution facility in the US
- Leader in patient care supplies
- >100 SKUs

## CASE SUMMARY

- Current European master distributor causing risk by poor performance and decreasing sales
- By offering a turnkey European solution: sales development, order fulfillment and logistics, customer service and bank accounting services the operation was saved
- Sales increased by 40% and new distribution channels in DACH countries were opened

## NEED FOR EUROPEAN SALES EXPANSION

Before approaching EuroDev, "OSTOMED" had already been successful in the US for decades. Although they had a master distributor in the Netherlands that took care of their logistics and customer service, poor performance caused profits to drop dramatically. There was an immediate need to take over the account management, sales development, logistics and warehousing to prevent a further decrease of sales and loss of customers. "OSTOMED" were not able to do this on their own due to the lack of knowledge of local regulations and capacities, as well as the language barrier and time zone differences.

OSTOMED had the need for a local knowledgeable partner with a pan-European scope, that could ramp up and take over the operations quickly. Working with EuroDev meant being provided with turnkey solutions immediately, and help in the future with hiring full time employees, setting up a legal entity and bank account enabling "OSTOMED" to operate independently with their own entity and facility.

### THE 'A LA CARTE' PACKAGE

A dedicated sales team was set up to manage day-to-day business, moving into sales development to add distribution partners and support them with training in hospitals. Provided with European warehousing and logistics services, it became easier to manage the workload. On the HR side, financial and legal help were provided to establish a proprietary entity and bank account in the Netherlands, and one employee was hired via the HR outsourcing services.



#### GAME PLAN

Having skin in the game, EuroDev was able to provide a quick-fix for the European operations. The previous operations were taken over from the master distributor and a new system was set up to manage the daily business flow (order handling, taking stock, logistics and book keeping).

- Improving customer relationships through visits and marketing activities
- Expanding the distribution network to DACH region
- Supporting direct sales by organizing seminars for nurses in hospitals
- Developing online marketing tools to create more brand awareness and to improve the overall corporate image



#### RESULTS

Within the first 3 months, a new stock and order management system was implemented. Relationships with the customers were restored and the backlogs fulfilled. Former and unsatisfied customers started to order their products again and daily, multilingual customer service was provided to them.

Within 6 months, orders had increased and two new distributors opened in Austria and Switzerland, making sure to have a max of 24 hours delivery time.

After a year, turnover had increased from €600.000 to €1 million and the company was ready to set up a proprietary establishment in the Netherlands. As a next step, the company wants to increase production capacity and set up a permanent office with their own full-time employees and own warehousing center.

## WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have developed a proven, successful development model: since our founding, we have partnered with over 250 North American companies to help them define and meet their European business goals.



#### SALES OUTSOURCING

Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe



#### HR OUTSOURCING

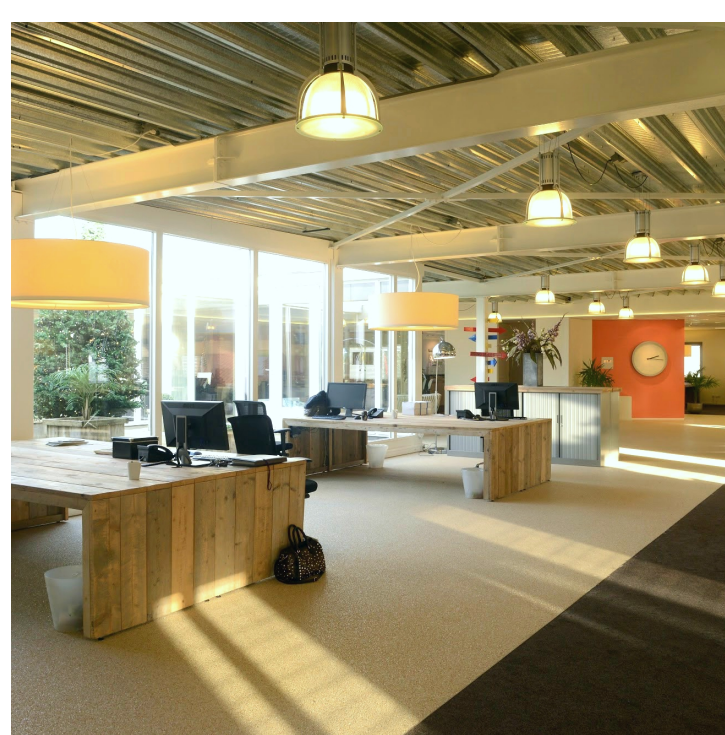
Professional employer organization services, HR management and recruiting solutions across the EU



#### DIGITAL MARKETING

Result-driven B2B marketing for North American companies, at the service of their European clients

## CONTACT US



#### Welcome

Visit our offices in the Netherlands



#### Address

Windmolen 22  
7609 NN Almelo  
The Netherlands

#### Contact us

[www.eurodev.com](http://www.eurodev.com)  
+31 546 66 00 00



#### VP Healthcare

Edward Nijland  
[e.nijland@eurodev.com](mailto:e.nijland@eurodev.com)

