

## CASE STUDY

### Nova Biomedical Uses SK&A Hospital List to Realign Sales Territories and Improve Efficiency

#### Company

Nova Biomedical, Waltham, Mass.

#### Industry

Medical Equipment

#### Challenge

Nova Biomedical is a medical equipment company that specializes in the development and manufacture of advanced technology, whole blood chemistry analyzers, and handheld, single-test meters for glucose testing. In 2009, it became apparent that the company's 10-year-old hospital contact database was quite outdated, leading to inaccurate sales-rep territory boundaries.

The sales reps' territories also appeared to be unequal, lacking a fair distribution of large and small hospitals due to mergers and other professional changes within hospitals. "The data was old and had changed, hospital affiliations needed to be updated, and sales reps had come and gone so our territories needed to be redefined," Nova Biomedical Marketing Representative Rick Rollins said of the database.

#### Solution

Rollins was referred to SK&A sales rep Lori Nakahara to purchase an updated hospital reference database to redefine Nova Biomedical's sales district of 20 reps. The list SK&A assembled contained 6,700 U.S. hospitals with bed counts, cities, states and ZIP codes. "The list helped us equitably divide territories within our sales regions as well as evenly distribute small and large hospital sites," said Rollins.

Working with Nakahara was also a pleasant experience for Rollins. "It was good to work with Lori. The entire process was smooth working with her. She coordinated with my purchasing department and took care of all the details for me," he said.

#### Results

Since Nova Biomedical implemented the new hospital list and assigned new sales-rep territories, Rollins says the results have been successful. "The reps feel better, the playing field is equal, and there is no finger-pointing," said Rollins. "The way we work with our sales reps has improved, and the process has been streamlined. We haven't had any errors with SK&A's hospital list."

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