

HealthTrust Europe Takes Customer Purchasing Completely Digital With DocuSign

Increased global reach and business growth by streamlining business operations

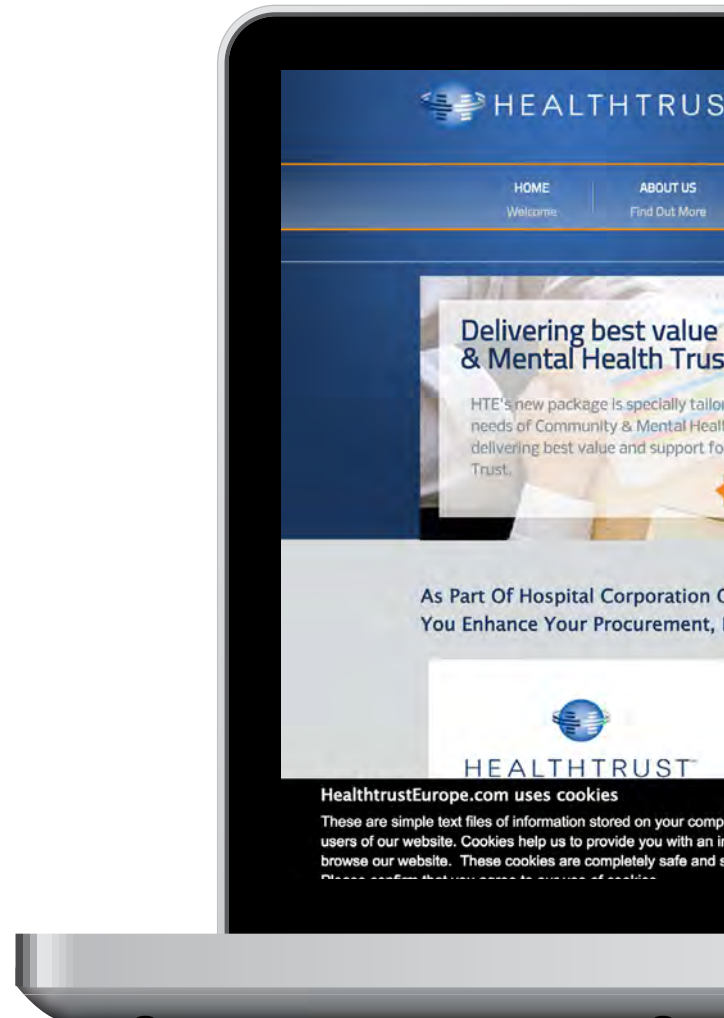
Company's Top Objectives

HealthTrust Europe is the premier group-purchasing organisation (GPO) working in both the public and private sectors based in the UK. As part of Hospitals Corporation of America, the division operates alongside HealthTrust Purchasing Group in the U.S. to influence a global spend in excess of \$25 billion annually.

HealthTrust Europe supports over 400 public sector organisations and private sector healthcare providers. Of these, the company is strategically partnered with 40 NHS Trusts that receive a comprehensive range of services and support to ensure the delivery of the greatest possible value. Since 2011, HealthTrust Europe has saved its members in excess of £45 million.

Challenge

HealthTrust Europe is a fast growing health services provider that is prided on offering the best value products and services available in the most efficient way. To reach this goal, it is essential that HealthTrust Europe create strategic and long-term relationships with customers and suppliers who can put trust in the business to deliver efficiency gains.



Top Benefits Achieved

- ✓ All customer paperwork now completely digital with DocuSign
- ✓ Increased global reach and business growth by streamlining business operations
- ✓ Used DocuSign to complete moving entire business into the cloud

“The business problem we aim to solve for our customers is for them to be able to buy the products they require to run the hospitals in a compliant manner with EU legislation, and to drive best price for our customers,” says John Lynch, Systems Implementation Manager at HealthTrust Europe.

HealthTrust Europe has one of the most comprehensive and fastest growing contract portfolios for both products and services across medical, surgical, pharmaceutical and corporate categories. To keep this business development consistent, it is important that HealthTrust Europe maintain real time communication with customers and suppliers alike, to ensure both parties value the brand.

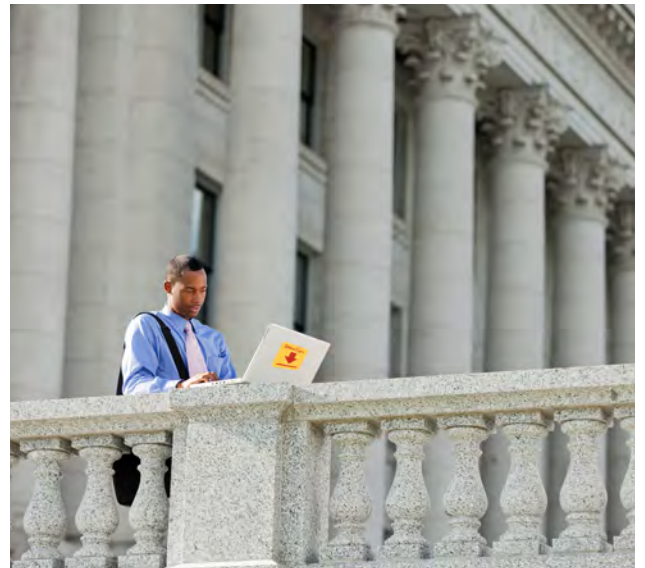
The Resolution

DocuSign has rapidly helped HealthTrust Europe become more efficient in providing high quality healthcare services to its customers by implementing the final piece of the puzzle – Digital Transaction Management. Lynch continues, “We have moved all our business into the cloud. We use Salesforce for the majority of our ERP applications and we use DocuSign for all of our customer paperwork.”

Through implementing DocuSign to the central funnel of business communication and transactions within HealthTrust Europe, Lynch has managed to enable all of his users in the business support team have transitioned to DocuSign’s eSignature technology with great ease. Now all of the organisations transactions and agreements are signed using DocuSign.

“We luckily have a central business support desk that are the gateway to our customers and suppliers, so they are our main DocuSign users,” says Lynch, “So every piece of paperwork that goes in and out of our building generally goes through the business support desk and those people use DocuSign all day long.”

Through the implementation of DocuSign, HealthTrust Europe has managed to streamline its operations, increase efficiency and transformed the way it does business by going 100% digital.



It has become so critical to us now, we wouldn’t have a business without DocuSign.”

John Lynch,
Systems Implementation Manager



All customer paperwork now completely digital with DocuSign

The Key Benefits

Since implementation, HealthTrust Europe has seen a great ROI from using DocuSign. Lynch points to the benefits of conducting business digitally, as opposed to executing documents manually as HealthTrust Europe did prior to the transformation, "The ROI was so easy. I discovered that in the first six months of this year we have sent out nearly 68,000 pages of DocuSigned documents and nearly 1800 individual envelopes."

The turnaround time of sending out such a vast amount of contracts and agreements was the key driver for HealthTrust Europe when considering DocuSign. Having reviewed this after the first six months, the ROI in time gains alone was a clear success indicator.

From the moment since starting with DocuSign, HealthTrust Europe has managed to remove all need for paper and its various methods of communication such as fax and mail. Lynch's business support desk team is now completely reliant on eSignatures to consistently ensure HealthTrust

Europe is delivering high quality, cost effective healthcare products to its customers. Without DocuSign, HealthTrust Europe would be unable to deliver on its mission statement; Lynch reiterates, "It has become so useful to us now, we wouldn't have a business without DocuSign."

After completing HealthTrust Europe's move to the cloud, the business has seen continued growth when moving to a 100%, seamless cloud format, providing ease of use for users and high availability. From this, Lynch and his team at HealthTrust Europe are now developing across the world at an extraordinary pace and continuing their efficiency, "Globally, we are an expanding business. We are growing very rapidly and without DocuSign & Salesforce we wouldn't be able to do it."

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