

Stryker Spine uses an HP digital publishing solution to deliver branded, customized materials to its sales force in a smart way

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– Gerald Pennington
Global Communications Manager
Stryker Spine

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The next generation in rod-to-rod stabilization.



The Spiral Radius 90D™ Cross Connector System is designed to be simple, efficient, easy to use, and fully compatible with ALL SDR 5.5 rod systems.
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- Drop and lock with a simple 90 degree turn
- No torque measurement required to tighten
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- Available in fixed and variable lengths
- Variable connectors telescope to accommodate rod-to-rod distances
- Rod connecting clamps pivot for rotational freedom
- Stabilizes non-parallel rods

Low profile

- Arch and end clamps fit and hold rod without the bulk of other systems
- End clamps take up very little rod when placed.



* Edmund Scientific Award for Excellence in Design. Featured in the Design News article on "Teaming innovators speed spine surgery", 1/26/01.

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Solutions for the adaptive enterprise.



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– Gerald Pennington, Global Communications Manager, Stryker Spine

Patients lead healthier, more active lives with innovative surgical spinal products from Stryker Spine. Its entire range of products and services makes surgery and recovery from a spinal implant procedure simpler, faster and more effective.

Stryker Spine is a sister division to Stryker Orthopaedics – a world leader in reconstructive joints. Specialized sales forces serve the two companies, with each company being responsible for furnishing the sales representatives with appropriate collateral. In particular, Stryker Spine develops brochures describing the surgical techniques as well as the spinal implants.

Seeking relevant, branded collateral-on-demand

Previously, Stryker produced ‘boilerplate’ collateral that sales representatives would typically order in quantities of 25 to 30 at one time, via Orthopaedics’ support web site – a one-stop-shop where field personnel could request company literature and promotional goods. Orders would be fulfilled and delivered to the sales representatives’ local office two or three days later, and while the process was timely, the printed brochures lacked any customization with respect to the specific types of doctors, and were not as compelling as the company wished.

Gerald Pennington, Global Communications Manager for Stryker Spine, explained, “The differentiation among the surgeon community is huge. For example, some surgeons

typically prefer to operate on a patient’s spine from the front, whereas others often approach from the patient’s back. Consequently, they have very different mindsets and Stryker Spine wanted to be able to customize its collateral to focus on those different surgeons’ needs.”

In tandem with the desire to personalize literature, Stryker Spine was undertaking an initiative to implement a master brand strategy and wanted its collateral to spearhead delivery of the branding into the marketplace.

Traditionally, Stryker Spine had pre-printed the pieces of collateral and stored them in order to fulfill sales representatives’ literature orders in an efficient manner. Pennington noted, “We had started considering a print-on-demand system for the standard brochures to avoid the storage and waste costs associated with pre-printing. It was eminently sensible to look for a solution that could deliver both the customization and print-on-demand capabilities, while maintaining the one-stop-shopping approach for the field.”

Partnering with Global Soft and HP for success

Having a background in both finance and IT, Pennington came into the position of Global Communications Manager already aware of the power of a print-on-demand solution. Stryker Spine had an existing relationship with Global Soft Digital Solutions, Inc. to handle the bulk printing of field bulletins on an HP Indigo digital press, and Pennington piloted customizing the bulletins to the field sales representatives to test the process.

He commented, “Via the field newsletters we saw Global Soft could deliver what we were looking for. We had witnessed their strong relationship with HP and understood the capabilities of the HP Indigo press. It was a natural evolution to turn to Global Soft to handle all of our needs, and its consultants explained the functionality of the HP digital publishing solution and how it might fit within my environment.”

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A Patient's
Guide to
Lumbar
Intervertebral
Fusion using



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A one-stop-shop for marketing collateral

Stryker Spine relies on Global Soft and HP to deliver a print-on-demand digital publishing system that allows field personnel to customize collateral, accessed transparently via Stryker Spine's secure intranet. To meet delivery expectations, Global Soft prints and distributes the customized literature in the course of two business days.

Using the HP digital publishing solution, Pennington's staff built templates for different pieces of literature, which sales representatives can access and customize online. These templates cover meeting invitations, surgical techniques and product data sheets.

"Once we had figured out the architecture and gathered a critical mass of templates for the field to access, we were at a point to determine if this would work. With 65 percent of our revenues coming from the U.S., it made sense to start here," said Pennington.

Revolutionary results

The pilot was accomplished using sales representatives in local branches – it was deemed a resounding success. Pennington noted, "In the pilot we used people that I know are technically proficient, but since the system went live a couple of months ago we are seeing more and more people access it every day and user feedback has been fantastic – revolutionary."

He continued, "It will certainly save us money – I project that the solution will save us \$50,000 this year – but that wasn't my primary concern."

Pennington's principle goal for the solution was to service field personnel requests as effectively as possible. He elaborated, "For me a digital publishing solution is all about delivering materials in a smart way and giving customers something that not everyone else is offering. Smart, effective, efficient – that's it."

He added, "We need to decide on the level of variability that we offer to the sales force, and ultimately I want to deepen our offering of templates and really drive home the new branding."

Pennington is delighted with Global Soft's delivery of the "one-stop-shop." He noted, "Right now the solution is U.S.-based but my next goal is to roll this out to the regions. Eventually, I hope that we can drive this out to all 12 divisions within Stryker Corporation and have a "one-stop-shop" for the entire company."

He concluded, "The HP digital publishing solution enables Stryker Spine sales representatives to deliver our branded, customized collateral efficiently and, even more importantly, it gives surgeons compelling information about our products and company."

At a glance

- **Company:** Stryker Spine
- **Headquarters:** Allendale, NJ
- **Founded:** Stryker Spine is an outgrowth of Stryker Orthopaedics and became its own division in 2000 (Stryker Inc. was founded in 1941 by Dr. Homer Stryker in Kalamazoo, MI)
- **Revenue:** \$250M
- **Telephone:** 866 45 SPINE
- **URL:** www.stryker.com
- **Primary business:** A leader in the development, manufacture and sale of spinal orthopedic products and services.

At a glance

- **Partner:** Global Soft Digital Solutions, Inc.
- **Headquarters:** Mahwah, New Jersey
- **Founded:** 1998
- **Telephone:** 201 684 0900
- **URL:** www.globalsoftdigital.com
- **Primary business:** Providing premium on-site and off-site digital production of documents for the software, training, and pharmaceutical markets.

Challenges

- Make Stryker Spine collateral compelling and more relevant to individual surgeons.
- Use literature as a catalyst for new branding initiative.
- Avoid storage costs and waste associated with pre-printing literature.
- Maintain a single point of access for the sales representatives to order collateral.

Solution

- HP digital publishing solution for the customization and ordering of marketing collateral by sales team.
- Web-based process improvements and seamless integration with existing intranet site.
- On-demand-printing services from Global Soft Digital Solutions utilizing an HP Indigo press.

Results

- Competitive differentiation through targeted, relevant messages.
- Delivering materials in a smart way, with a two-day turnaround, servicing the field as effectively as possible.
- Process maintains branding consistency.
- Projected savings of \$50,000 per year from lowered storage costs and reduced wasted pre-printed collateral.
- Simple, secure, single point of access for sales representatives.

For more information on how working with HP can benefit you, contact your local HP sales representative, or visit us through the Internet at our world wide web address: www.hp.com/go/realtimetargetedmarketing