

From Vendor to Valued Resource: How PPTshuffle helped transform a medical device provider

Situation

A leading medical device company, in continuous glucose sensing technologies for diabetics, needed to optimize their marketing and education efforts across the company, and with health care providers. Their challenges included:

- Ensuring presentation materials comply with regulatory compliance
- Educating dispersed groups of doctors and other health care providers about the benefits of continuous, real-time glucose monitoring and how to use the product
- Providing a library of pre-approved slides company-wide so users from all disciplines (i.e. clinical training, sales and marketing, research and development, etc.) could make their own presentations without having to start from scratch each time.

Solution

The company turned to PPTshuffle to help meet its challenges.

To ensure compliance, all slides in the PPTshuffle Slide Library are locked from editing. This “system lock” means no one, whether a member of the internal sales and marketing team or a doctor in Des Moines Iowa, can change slide content. This “lock” ensures all presentations contain a branded, accurate and legally compliant message.

The company chose to host PPTshuffle on the Web where doctors and other healthcare providers could be given access to a library of regulatory compliant slides. The library contains presentations that educate doctors about the benefits and positive impact of continuous, real-time glucose monitoring and how to use the company’s device.

PPTshuffle gives doctors and healthcare providers the flexibility to drag and drop individual slides to create new presentations without changing actual slide content – even after they’ve downloaded their presentation.

The company also installed PPTshuffle on its internal network – giving employees access to the library of up-to-date, compliant slides. Users can preview the slides, then drag and drop them to create new presentations. They can then save their presentations on the network or downloaded them to their local desktop.

Results

By providing a uniform, compliant message across the board *and* preventing content edits, PPTshuffle significantly reduced the company’s legal and regulatory risk.

PPTshuffle cut time preparing new presentations by an estimated four hours.

PPTshuffle empowered the company to evolve from a medical device vendor to a real *resource for doctors* by educating them about the impact of glucose monitoring and informing them about the latest technologies.

“PPTshuffle optimizes our presentations. It’s friendly, anyone can find the slides they are looking for, saving time and energy, all while ensuring new presentations stay compliant.”

- Senior Manager, Professional Education