



COOK

CASE STUDY

Cook Medical, a medical supply company, sells its equipment to over 130 countries worldwide. They routinely host events where they demonstrate their innovations to doctors and other medical professionals, who want to stay current with the latest technology in patient care that Cook Medical has to offer.

Since 2012, Inverse-Square has been working with Cook Medical to optimize their Event Tracker system, an online platform that links Cook Medical's global enterprise from North America to Europe, the Middle East, and Asia.



INVERSE-SQUARE
Building Better Software

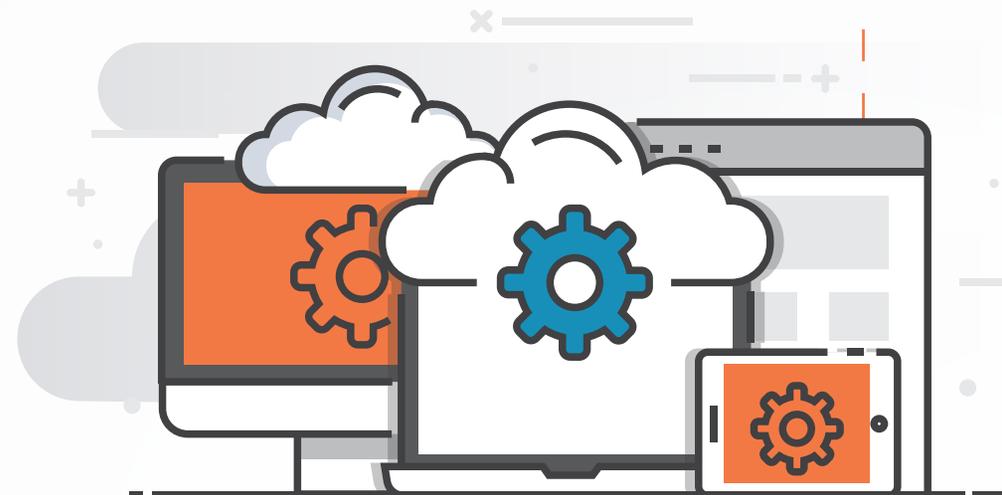


THE CHALLENGE

With over 12,000 employees working with products for 40+ medical specialties, a great deal of detail and planning is required to deliver a seamless event; data and checklists for hundreds of vendors and guests has to be gathered and managed.

Previously, each of Cook Medical's worldwide offices used **different methods and systems for managing their events**. Because some offices relied on outdated software systems, spreadsheets, and/or other methods, there was a

lack of consistency across the board resulting in broad-scale internal compliance and time-consuming reporting challenges. **That's why Cook Medical needed a custom solution tailored to their unique needs.**





THE SOLUTION



To ensure uniformity, compliance, and accurate comparable reporting, Cook Medical needed one software system to manage all of their worldwide events with the same parameters while reducing errors, and manual hours needed.

As experts in addressing workflow challenges and developing process automation solutions, Inverse-Square was tasked with optimizing the Event Tracker application.

Every Cook Medical event coordinator across the globe now uses the same web application platform to prepare for events. Coordinators enter transportation and accommodation information: flights, ground transportation, hotels, planned activities, the event's itinerary and agenda, the cost, who's responsible for what; the when and how the shipments are going to arrive; the guest list, and any organized

guest programs that might be happening.

They can also customize the appearance and content on the public facing registration site and email pertinent communications to invitees and attendees.

When the event coordinators have entered all of the relevant data, the application generates a web page where guests can register for the event. That registration information is then automatically fed back into the Event Tracker.

Besides registering, guests can use the system to find relevant information about their conference, view the event's agenda, and opt to receive updates via email.

The Event Tracker **efficiently stores each detail and task and produces consistent system-wide reporting across each of the 130 countries.**



THE RESULTS

Since Inverse-Square has been working with Cook Medical, the application has had more than 61,500 new users and over 3 million page views. The Event Tracker has **replaced the need for databases, error-prone spreadsheets and other outdated software solutions.**



61,500

NEW USERS

3,000,000

PAGE VIEWS

130

COUNTRIES

1

AWESOME APPLICATION



It's workflow automation at its finest; one compliant, remote-accessed application that is being used throughout Cook Medical's global enterprise to reduce errors and save valuable resources.

**NEED HELP TURNING YOUR CUSTOM PROCESSES INTO AN
EASY-TO-IMPLEMENT, CUSTOM SOLUTION FOR YOUR ORGANIZATION?**

REQUEST A CONSULTATION WITH US TO GET STARTED.



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