

# Adopting Innovation

Medline was one of the first healthcare suppliers to use **aptitude** – and the company continues to reap the rewards.

If anyone knows about getting results with **aptitude**, it's Dan Braun, Senior Analyst, National Accounts, at Medline. Over the past several years, his company has earned significant new business and contracts through the online marketplace.

“Recently, we executed a contract with a large healthcare provider in a region heavily penetrated by the competition,” said Braun. “To be awarded a contract for this particular provider was a big win for us, and we’re really excited about the future potential.”

When Medline submitted the RFP, they had 1% of the provider’s business. The new contract executed through **aptitude** was completed in just 29 days and increased Medline’s market share to 60%.

## An early adopter

Medline has been a consistent influencer and partner of **aptitude** since its inception. Early on, the Medline team understood the platform’s ability to deliver value to their organization by providing access to new customers while enabling them to easily manage and monitor contracts. Braun has been the “point person” for **aptitude** at Medline since 2013.

## Medline, Northfield, Illinois

Medline is a global manufacturer and distributor serving the health care industry with medical supplies and clinical solutions that help customers achieve both clinical and financial success. The company offers 350,000+ medical devices and support services through more than 1,200 direct sales representatives who are dedicated points of contact for customers across the continuum of care.



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“We started using it in its infancy, and it has come a long way since then,” said Braun. “I spend a lot of time on the platform responding to bids, accessing compliance reports and monitoring contracts. It’s been great to see the steady improvements and commitment that the **aptitude** team has shown to delivering a user-friendly, valuable resource that benefits both hospitals and suppliers.”

## Responding to a recall

Through **aptitude**, Braun can execute contracts in far less time than the traditional sourcing process. In a recent situation, an industry-leading oral care supplier had a recall, and a large aggregation group turned to Medline to fill the void.

“Because of the shorter speed to contract available through **aptitude**, we were able to come through in this emergency and give the hospitals what they needed,” Braun said. “We literally turned the contracts around in a matter of days, since the terms and conditions were already mapped out in **aptitude**.”

## Saving time and effort

The online platform has made the process of submitting RFPs much simpler by automatically collecting and scrubbing data and housing it in a central location.

“After using **aptitude** for several years, I have the process down to a science,” said Braun. “I’ve used a lot of bidding platforms, and I can tell you first-hand that most of them are not pretty, both in their aesthetics and functionality. It’s very difficult to get information into and out of those platforms.”

Braun appreciates the fact that **aptitude** is constantly seeking to improve the technology and offer even more benefits for suppliers and providers. Recent enhancements include multiple supplier-side focused improvements, including copy/paste pricing and request lists.

“When you combine the business opportunity with the access and visibility into compliance, our leadership team can clearly see the benefits of being a part of the **aptitude** online market,” Braun said.

## About **aptitude**

Launched as a contracting market in 2013, **aptitude** reduces the cost of healthcare and accelerates strategic supply chain partnerships by allowing providers and suppliers to explore opportunities, streamline execution and improve performance.

Currently, Medline is active in 73 categories within **aptitude** and has won more than 70 bids that resulted in contracts.

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