

Henry Schein:

LEADING HEALTHCARE DISTRIBUTOR DEPLOYS STATE OF THE ART ONLINE REGISTRATION

CASE STUDY

PROFILE

Henry Schein, Inc. is the largest distributor of healthcare products and services to office-based practitioners in the combined North American and European markets. Widely recognized for its excellent customer service, highly competitive prices, and innovative value-added solutions, the Company is dedicated to helping its customers succeed by offering the products and services they need for operating an efficient practice and delivering high-quality healthcare.



CUSTOMER CHALLENGES

- Because of rapid company expansion over the last 10 years, Henry Schein faces a direct strain on the corporate travel services group
- Needed a way to control high growth and organize large and small scale events
- Needed an internal system to manage meetings across all levels

SOLUTION

By implementing Certain Meetings, Henry Schein was able to replace their manual meeting and event registration process and implement state of the art online registration and attendee management solutions to streamline processes and help manage functions of company expansion.

BUSINESS RESULTS

- Henry Schein now has online registration, attendee management, and customized reporting for all of their corporate and internal meetings and events needs
- With the help of Certain Meetings, the corporate travel services department can monitor and measure meetings and events, gaining insight into reducing expenses

“Our challenge is to provide the most successful meetings and events across our three divisions – medical, dental and veterinary. We were doing this manually and had no efficiencies or management tools. Then we discovered Certain Meetings. We couldn’t have done it without the functionality of Certain Meetings and the superb support we received from Certain’s professional services team. I would highly recommend Certain to my peers in the meeting and event industry.”

- Lee Coltman
Director, Corporate Travel Services
Henry Schein, Inc.

With sales surpassing \$4.6 billion in 2005, the company has grown over 22% annually over the last ten years. The challenges with such a rapid expansion directly impact the corporate travel services group. Not only are they challenged with high growth, but they also have many levels of meetings and events, including large complex events and smaller on-going meetings which occur on a regular basis in each of the divisions.

After Henry Schein’s corporate travel services division implemented Certain Software’s Certain Meetings™, they replaced their manual meetings reservations process with Certain’s online registration and attendee management solution. They now have online registration and customized reporting to support all of their divisions’ needs for meeting and events. They have the ability to support the large corporate events, as well as the smaller regional and division meetings. Certain Meetings provides the flexibility and scalability to support all types of meetings, with minimal changes to the application. The customized reporting provides the corporate travel services division the ability to monitor and measure each meeting, based on the business objectives of that meeting. Customized questions are targeted for each event, allowing the corporate travel services department to gain efficiencies and reduce overall expenses associated with each meeting.