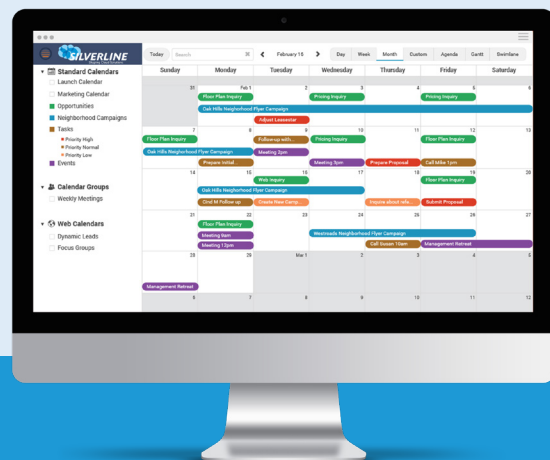


CalendarAnything Implementation: Leading Medical Device Manufacturer



“Silverline has been a fabulous partner. Really stepped up to the plate with this latest and greatest calendar.”

One of the leading manufacturers of innovative medical devices, focused on improving patient health all over the world, has unique challenges. Within the company, a select group is responsible for scheduling in-person and on-call field reps for procedures at hospitals and surgical centers where their medical devices are implemented.

Planning for Change

In theory, scheduling within the company worked. But in practice, it was difficult to schedule their work. Unforeseen changes due to patient and hospital needs occurred frequently. Since the field teams were mostly mobile, they needed an easy way to determine who on a team might be available to cover a procedure and the ability to assign or reassign these procedures to the appropriate team member.

“We needed a tool that could be succinct... and flexible enough for our sales team [that has] to adapt to oncoming caseloads for implants, or an MRI that came up in an ER room, or other bombardments — it’s just an ever-changing daily activity... This is such a time-sensitive business,” said a Salesforce admin at the company.

Product owners used Salesforce cross-functionally, but lacked a system for calendar coordination and collaboration across divisions. Their solution had to accommodate sudden schedule shifts and allow field reps a high-level view of day-to-day activities so they could make their own scheduling decisions as needed.

A Seamless Solution

In just under a month, Silverline led the medical device manufacturer’s team through an integration of CalendarAnything with Mobile Lightning, which has the flexibility to adapt to sudden schedule changes.

The solution was customized with drag-and-drop functionality, field customization for notes, priority color coding, and the ability to restrict visibility, which gave field reps the necessary scheduling control.

The Results

With a customized CalendarAnything solution, the team now has enhanced communication capabilities, ensuring the right device gets to the right person at the right place — and all at the right time.

And as changes occur, the schedule is easy to update across divisions and duties, which better connects office and field rep touchpoints and encourages team-wide collaboration.

About Silverline

Silverline creates unique digital experiences that transform the way our clients do business. As a Salesforce Platinum Partner, Silverline leverages best practices acquired through 1,200+ implementations, with significant expertise in the Financial Services and Healthcare industries. Our Industry solution focus combines Strategic Advisory, technical implementation, and ongoing Managed Services to enable organizations to achieve maximum value with the Salesforce platform. Additionally, Silverline offers CalendarAnything, a popular AppExchange application, and industry-proven Fullforce Certified accelerators.

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