



## Banner Health **Saves Time** and **Money** with Service Shop Website

Each day, Deborah Testa places dozens of parts orders for clinical equipment as supply chain management coordinator for Banner Health. Efficient ordering is essential to getting the correct parts delivered on time to the multiple locations in the Banner network.

Testa finds that e-commerce websites, such as the GE Healthcare Service Shop, save significant time as opposed to placing orders by telephone. She typically can complete daily orders for GE device

parts in two to four minutes, versus 10 minutes, and sometimes much longer when ordering through call centers. In addition, Service Shop offers discounts and promotions throughout the year for orders placed online.

"It speeds things up a lot," Testa says. "It's a huge time savings. I can complete my GE orders and get on to other orders a lot quicker. When placing multiple orders per day, it helps to get them out as quickly as we can."

### **Easy transition**

Service Shop users register by submitting an online form with basic information. They receive a welcome message with login information on the same business day.

Among convenience features, the website lists all billing and shipping addresses; users can select the appropriate addresses for each order instead of entering manually.



*"Service Shop has been wonderful because I can log on and within minutes have my orders placed. It makes us a lot more efficient."*

**Deborah Testa, Supply Chain Management Coordinator, Banner Health**

Users can view past orders and click once to order those same items again. Users have the option to pay by credit card instead of being invoiced.

Testa began using Service Shop in fall of 2015.

"Registration was very easy, GE creates an account with preloaded information to facilitate an easy experience, and within 24 hours I received a confirmation and password," she says. She now uses Service Shop for all orders of parts that are available on the website:

"It's very easy. It's very user-friendly. As long as the part I need is available on the site, I'm good to go."

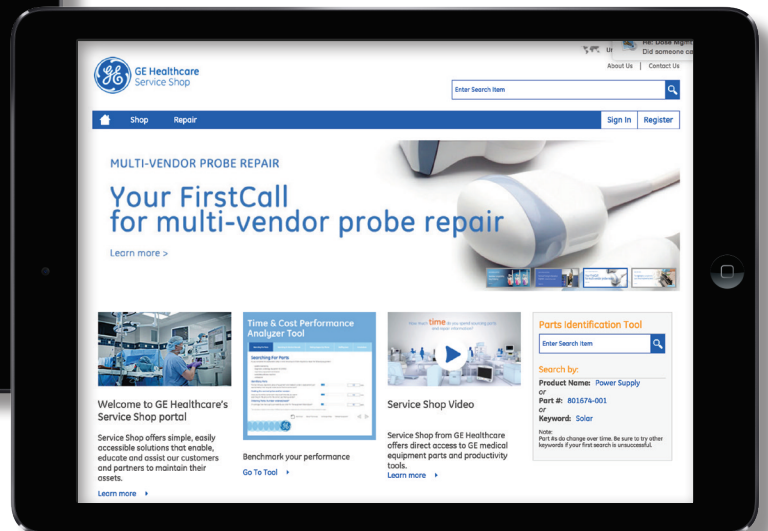
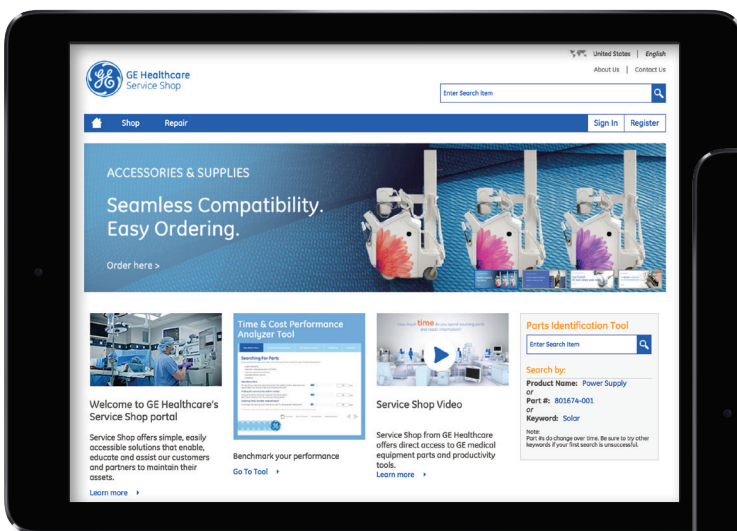
When ordering through call centers before using the Service Shop site, Testa first had to identify the appropriate department to call for the parts required. Although she described the representatives as "very helpful," she often spent time on hold. If the part requested actually belonged to a different department, she would be transferred and experience more waiting.

On Service Shop, she finds the process much simpler. "I just log on, search for the part numbers, and enter the purchase order number. Our account number is pre-loaded. Then I select how I want it shipped and choose the pre-filled bill-to and ship-to addresses. That is very convenient when I have, say, three or four locations I need things drop-shipped to. It's much easier just to select the addresses on the website than to talk someone through it on the phone."

If she needs to add a new facility address, such as when Banner acquires a hospital, Testa emails the request; the location is validated and the new address is added to the list the same day.

### Familiar experience

Testa says GE is among few parts vendors that have e-commerce sites. She finds Service Shop largely similar to using consumer websites and looks forward to GE Healthcare adding online shipment tracking and including notifications when items are out of stock or on back order.



The website is also useful when she and her colleagues work outside normal business hours. "If I come in at 6 a.m., I can just go ahead and do my parts ordering," Testa says. "That's especially helpful for next-day orders; by ordering early I know it going to be sent overnight."

Testa has been satisfied with the quality of GE genuine parts; orders have been filled accurately and shipments are routinely on time. "Service Shop has been wonderful because I can log on and within minutes have my orders placed," she says. "It makes us a lot more efficient. Time management is a huge thing."

#### About Service Shop

Service Shop is an e-commerce channel for purchasing of parts for GE Healthcare biomedical, imaging, and surgery equipment, and for arranging portable equipment repairs. Launched in 2014, the website serves GE customers who do not have full service contracts on all equipment. It is designed to mimic the familiar and customer-friendly experience of ordering products on consumer e-commerce sites. In addition to GE new and used parts, the site offers parts for diagnostic imaging devices from other vendors, and refurbished GE and multi-vendor parts factory-checked and certified by a GE engineer and backed by a GE warranty. Visit [services.gehealthcare.com](http://services.gehealthcare.com) for more information.

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Management Coordinator, Banner Health**

## About Banner Health

Headquartered in Phoenix, Arizona, nonprofit Banner Health is recognized as among the nation's top health systems for clinical quality. It operates 29 hospitals, including three academic medical centers, along with other related health entities and services in seven states. Banner has evolved from a system of hospitals to a fully integrated system that includes Banner Health Network, managing the health and wellness of insured members in both government and private plans.

## About GE Healthcare

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care.

Our broad expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services help our customers to deliver better care to more people around the world at a lower cost.

In addition, we partner with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

### It's not business as usual. We can help.

For more information on Service Shop, please visit [services.gehealthcare.com](http://services.gehealthcare.com) or contact your GE Healthcare representative.

[www.gehealthcare.com](http://www.gehealthcare.com)

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GE Healthcare  
9900 W Innovation Drive  
Wauwatosa, WI 53226

JB38834US

