

# Broadening the scope with healthcare finance See what counts.



Tim Malloy, DLL (left) and  
Wynn Blieberg, KARL STORZ CAPITAL (right)

With lower reimbursements, industry-wide consolidation, and greater competition, the US healthcare market is rapidly changing. For leading endoscope manufacturer KARL STORZ, this means offering financial solutions as innovative as their own technologies. In 2010, KARL STORZ Endoscopy-America and DLL joined forces under the private label KARL STORZ CAPITAL. Their mission was clear: introduce groundbreaking financing solutions that keep pace with the demanding healthcare market.

"Greater competition means we have to demonstrate that our solutions add both technological and financial value," says **Wynn Blieberg**, Director of KARL STORZ CAPITAL. "Especially now that company executives play a greater role in buying decisions."

"Historically, KARL STORZ sales representatives have been accustomed to selling great technology and less comfortable selling financial products," adds DLL Program Manager **Tim Malloy**. "This collaboration completely changed the dynamics within the company."

### A new sales conversation

To create an enthusiastic sales culture, KARL STORZ and DLL trained the sales force to address the benefits of financing in their sales conversations. Working closely with DLL's marketing team and leveraging its digital marketing platform, the partners developed sophisticated, multichannel marketing campaigns and training tools for KARL STORZ's growing sales team.

They also developed several creative and flexible financing solutions, including equity rentals and Managed Equipment Services (MES). Equity rental allows the customer to rent equipment on a short-term basis, with a percentage of the rental payments applied toward the purchase price if the customer decides to buy the equipment later.

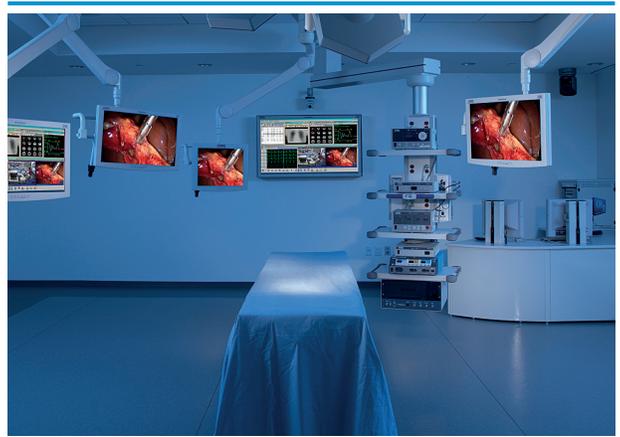
MES bundles together equipment, service, on-site technicians, and disposable costs so they conveniently appear as one payment to the user. MES introduced something the market largely lacked – predictability around long-term service and maintenance costs – enabling KARL STORZ to sell added value to their customers.

"We've seen a significant spike in requests for our MES product from large health systems, a key target group," says Blieberg. "It has opened a lot more doors for us."

### Growing the business

DLL also helped KARL STORZ CAPITAL streamline its procedures by introducing an e-signature product, eDocs Express, powered by DocuSign®, that enables customers to quickly and easily complete their lease documentation electronically.

"Using eDocs has significantly reduced turnaround time in the physician office environment," explains Blieberg. "Deals close faster and more efficiently without the need for repeated follow-ups or illegible copies."



"We also introduced our mobile app, which lets KARL STORZ CAPITAL produce financing quotes and lease documents on their mobile devices," says Malloy. "It's popular and very effective: the sales team is closing more deals."

Blieberg: "Together, all these innovative solutions helped us increase the financing penetration of our sales by over 60% last year. We have increased our ability to compete better and win more often. Applications have grown 58% year over year."

### Broadening the scope

Bolstered by this success, KARL STORZ CAPITAL is now offering financing solutions for other KARL STORZ business segments beyond endoscopy. It also expanded its footprint into Canada and Mexico in 2016.

"It's rare when two companies come together the way KARL STORZ and DLL have," says Blieberg. "I like the path we have made together. It has deep roots and is geared toward continuous improvement, growth, and engagement. We want to continue on that path."

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For more information on DLL's services for the healthcare industry, please visit: [www.dllgroup.com/us/industries/healthcare](http://www.dllgroup.com/us/industries/healthcare)