

Top Ten Reasons to Order Electronically

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Ordering distribution products electronically can provide many benefits to your organization over time. Here are ten benefits to electronic product ordering that your organization should be benefiting from today.

Ordering Electronically Saves Time

At first it may seem easier to pick up the telephone to place a long list of products. A perceived barrier may be the initial set up... which does take time and organization. Once this is completed the Team Member can simply modify a Purchase Order or Quick List and send it.

To see if ordering electronically will save time in your practice use a weekly order and record how long placing this order takes placing via a telephone. Set up a Purchase Order or Quick List for the same order and record how long the order takes to place after the initial set up is complete.

Order placed by Telephone _____ hour.
Weekly order placed Electronically _____ hour.

There will always be product questions and communication necessary with your Inside Sales Representative and Territory Manager but see if you can reduce the team members' time by trying an electronic order for standard orders.

Ordering Electronically Saves Money

Multiply the hourly wage of the purchaser doing the ordering by the number of partial hours they took to read off the list of products or to write out the order and hand it to your Territory Manager. If a Veterinarian is doing the purchasing, you are losing the time that could be generating revenue.

One option is to have the veterinarian oversee the purchasing. Have the purchase order approved by the veterinarian prior to sending it electronically. The quick list for website ordering can be set up by another staff member and then submitted by the veterinarian.

Ordering electronically reduces products that need to be returned. This saves your practice time in handling the process.

Ordering electronically is available at your convenience. You can order when it fits into your practice schedule.

Reports are available when you use an electronic ordering system.

General Ledger Codes can be associated with an item in practice management software or online to integrate with software or enter the totals from reports.

Ordering electronically forces some standards to be put into place for ordering and can help identify and eliminate duplicate item types. When the duplicates are identified, schedule a doctors meeting to determine the brand to keep on hand.

Ordering electronically can help reduce your inventory on hand. In retail studies, handling and storing inventory can cost up to 25-35% of the product cost. For example, if you markup your items 100%, you are spending 25-35% of the markup on storage and handling. Another commonly used practice goal is to spend 18% of annual practice revenue on inventory. Electronic ordering can help you attain these goals efficiently.

Electronic ordering will help you identify and manage your top 20 products used.

Inventory is one of the four expenses that you have some control over in your practice. Evaluate the electronic ordering options that are available to you and see what fits your practice.

For more information, please visit: www.ButlerSchein.com. If you do not have an online account and password, call (888) My1-BSAH (691-2427) and ask your Inside Sales Representative to set up an account. Or for Easy Online Ordering through DVM Manager, please contact Craig Markus at (614) 659-1666.