CASE STUDY: SMILEBUILDERZ
70% Less Time Spent on Inventory Replenishment

How eTurns' TrackStock automated replenishment app with barcode scanning helped a large dental practice gain insight into its inventory, enabling it to control costs and optimize inventory levels to better serve patients.

WITH MORE THAN $30,000 TO $40,000 IN INVENTORY typically on hand at each of three offices in southeastern Pennsylvania, Smilebuilderz, a provider of dental, orthodontic and oral surgery services, found controlling inventory and containing costs to be an ongoing challenge. "'Are we carrying too much of the wrong product? Are we not carrying enough of the product we need?' We needed to get data to reduce costs and have greater inventory control," said Joe Romero, Smilebuilderz' Procurement and Project Manager.

A representative of health care products distributor Henry Schein Inc., brought up inventory systems. "He asked me point blank, 'Are you happy with your current replenishment software? Are you getting enough data? Is it efficient?' To all those questions, I answered, 'No, no, and no,'" Romero said.

The representative recommended eTurns' TrackStock automated replenishment app that uses a phone's camera to scan barcodes to count, order and optimize inventory.

Romero needed a system that would integrate data from more than 20 vendors and allow the practice to order, track and replenish inventory from all those suppliers. Good news: The ability to replenish inventory from multiple suppliers is a linchpin of the eTurns system.

Benefits included:

- **Time spent on inventory replenishment decreased 70 percent.** In the first months after implementing TrackStock, Smilebuilderz's inventory controller reported a decrease of 70 percent in time spent managing inventory. That frees her to do other work, including fine-tuning the eTurns dashboard.
- **Manual inventory counts went away.** Smilebuilderz uses eTurns TrackStock for a weekly, monthly and quarterly count, as well as every six months. Previously, counts meant spreadsheets, hand counting

and hand calculating. They now scan items with the TrackStock mobile app, recording location, supplier, package quantity and other attributes. "I don't need as many people to do it, and I don't pay overtime."

- **Flexibility in reporting improved.** The old software could only deliver canned reports, but the practice needed to generate customized inventory reports. eTurns TrackStock's user-defined fields allow him to assign inventory to cost centers, departments or order cycles. While the old software could assign inventory to one location, eTurns can assign inventory to a drawer within a shelf within a cabinet within a room.
- **Control of medications increased.** With eTurns, Smilebuilderz can precisely track arrival, usage and storage of all medications. "With controlled substances, you really need to understand exactly what's coming in and going out," Romero said.
- **Inventory better reflected usage and need.** Romero now can adjust levels to better reflect actual usage and need. "It calculates your minimum and maximum, and then you can adjust your range as far as where you want to be, and do that across multiple items. That is big. I could not make a change in levels across multiple SKUs with our previous software."
- **Optimization drove cost savings.** "We can now with the eTurns dashboard get one glance that tells us if we are at optimization. We see now a lot of areas where we aren't at optimization, and visually I can see that there is cost reduction very soon down the road."

Romero said Smilebuilderz is realizing significant savings, both in labor and in more targeted inventory spending. His next focus: assessing seasonal fluctuations, another benefit of eTurns.