



## CUSTOMER CASE



### Oriola-KD Healthcare

The management system of Oriola-KD Healthcare is based upon continuous improvement, which in turn is made possible by unified ways of working, key performance indicators, and a committed staff.

#### MANAGEMENT METHODOLOGIES

- Quality Management
- Continuous Improvement

#### CERTIFICATIONS AWARDED

- ISO 13485
- ISO 9001

#### CERTIFIER

- Den Norske Veritas

#### SOLUTION USED

- QPR ProcessGuide

Oriola-KD Healthcare Oy helps its customers to produce healthcare services and test results efficiently. The product range consists of devices, supplies, and services for healthcare professionals and laboratories.

## Oriola-KD Healthcare improves quality and unifies its processes with QPR

*In 2009, Oriola-KD Healthcare set up a project for implementing a certified quality management system in Finland. As a result the company was awarded with both ISO 9001 and ISO 13485 certifications without a single nonconformance.*

Oriola-KD Healthcare was incorporated from its parent company, Oriola-KD Plc in 2009. A quality project was set up as the newly founded company did not naturally have a quality certificate. The expectations for the project were clear from the beginning.

"Instead of getting a diploma to hang on the wall our goal was to create a living management system that supports our business needs and allows for continuous improvement", stresses **Heikki Salusjärvi**, Quality & Risk Management Director.

### Taking care of business needs

The management system is of great benefit, as the medical device business is tightly regulated. For medical devices coming from outside the EU, the importer bears the responsibility of manufacturer. This means being responsible for CE markings as well as bearing product and defect liability.

"The quality certificate supports especially well our private label business, where our own products are sold under the Medola brand", says **Sari Paukku-Sani**, Director of Key Account Management and Customer Service.

*"QPR provided us with an excellent management system that was rolled out in a tight schedule. A good measure of success is the fact that Oriola-KD Healthcare complied with the tight medical devices –related ISO 13485 standard in three months without a single nonconformance."*

**Mr. Heikki Salusjärvi**  
Director, Quality & Risk Management  
Oriola-KD Healthcare

### Tight requirements were set for the system

Oriola-KD Healthcare started its quality project with office tools. The project was an aspiration for a system for continuous improvement rather than a one-off exercise. Thus the office tools were quickly abandoned and the search for a system began.

The company sought an efficient modeling tool that is so simple to use that anybody in the organization could utilize it. Furthermore, it was also required that the system could be integrated into the intranet using Microsoft Office SharePoint Server.

At first Oriola-KD Healthcare set out to assess whether any existing tool within the company group could be used for the quality management initiative. After a proof of concept Oriola-KD Healthcare was convinced that QPR

ProcessGuide would suit the needs and a purchase decision was made on the company group level.

"QPR provided us with an excellent management system that was rolled out in a tight schedule. The user interface is second to none, which has inspired the staff to using the system", says Salusjärvi.

## Management showed strong commitment from the start

Strong commitment from management was one of the success factors of the project. As the steering group consisted of members of the management team of Oriola-KD Healthcare, the project got natural support from management. After a successful roll-out management remains committed.

## Staff became engaged through internal marketing

The most challenging part of the project was the tight schedule. To this Oriola-KD Healthcare responded with its 'can do' attitude.

The marketing department was harnessed to support implementation with the help of information bulletins and an inspiring and positive internal marketing campaign. Furthermore, process owners communicated actively with their subordinates and peers. This way the staff was trained and it was set in to expect the easy-to-use QPR-based quality management system.

## Managing nonconformances revolutionized feedback and complaint management

During the project Oriola-KD Healthcare realized that the QPR solution is also very well-suited for managing process deviations and following up corrective actions. An immediate decision was made to include process deviation management into the Oriola-KD Healthcare system.

"Staff commitment to using the system is increased remarkably when staff sees that immediate actions are taken based on its input", says Salusjärvi.

"Feedback has naturally always been handled in customer work, but information has been spread around emails and files. With the help of QPR we can now manage feedback and complaints systematically", adds Paukku-Sani.

## The system bears fruit in customer work

Oriola-KD Healthcare serves its customers with an online store as well as through personal sales. As salespeople spend much of their time on the field, unified ways of working are of great benefit. Transparency is added by the fact that the system is open for all employees.

"Successful sales organizations do systematic sales work. With the help of QPR we unified our sales planning and documentation processes, which spurs us to even greater results", stresses Paukku-Sani.

According to Paukku-Sani a central thing is that sales processes are defined and every process has its own set of metrics. This the way the entire sales organization not only knows how to operate, but also knows how it is performing in its processes and how it is achieving its goals.

"Once the metrics are set, everybody understands the importance of the things measured. Trend graphs show development over time and allows for anybody to see the impact of his or her work", Paukku-Sani further explains.

Oriola-KD Healthcare sees it useful to broaden the use of its metrics within the sales organization in the future. Furthermore, the company is also considering making risk management part of the management system.



Director Sari Paukku-Sani of Oriola-KD Healthcare

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**Mrs. Sari Paukku-Sani**  
*Director, Key Account Management and Customer Service  
Oriola-KD Healthcare*

