

Streamlined document processing.

Medical device specialist, Arthrex, uses e-signatures instead of traditional signatures and shortens processes from weeks to days.



"Processes that took four weeks prior to the implementation of Acrobat DC can now be completed in four days or less."

Judith Kaiser, Marketing Supervisor, Digital Media, Marketing Communications, Arthrex

SOLUTION

Adobe Document Cloud , including Adobe Acrobat DC
Adobe Creative Cloud

RESULTS



ACCELERATED multistep document approval processes



SIMPLIFIED data and document exchange



STREAMLINED established processes



Achieved quick adoption through **RICH** features



Arthrex GmbH

Founded: 1981

German headquarters: Munich

www.arthrex.com

CHALLENGES

- Streamline marketing document approvals
- Reduce paper use and manual workflows
- Adopt easy-to-use e-signature processes that map to quality-management needs
- Integrate processes with Adobe Creative Cloud

“The adoption time was unusually short for a new software program because its use is very intuitive.”

Judith Kaiser, Marketing Supervisor, Digital Media, Marketing Communications



35 Years of Innovation

Founded in Germany in 1981, Arthrex is a pioneer in the field of minimally-invasive medical technology, developing more than 8,500 products and surgical procedures. Extensive training materials and handouts help ensure that technicians find the appropriate instrument and put it to its best use.

To reach customers across Germany and Europe, 31 employees at Arthrex in Munich create brochures, manuals, instructional videos, websites, e-mail newsletters, and more. With the company's focus on medical solutions, accuracy is paramount—just imagine if a malpractice case occurred due to unclear content in product materials.

“We place a high priority on editorial quality management,” says Judith Kaiser, Marketing Supervisor, Digital Media in the Marketing Communications Department at Arthrex.

Because of this, a multi-stage approval process for each document is firmly in place. All final marketing documents must be approved by product managers from various teams, including legal, quality management, and business management. This workflow is then followed by a validation process for the U.S. Food and Drug Administration (FDA).

“Our workflows involve highly coordinated efforts that often include ten—or perhaps twice as many people—working on document creation,” says Kaiser.

Since July 2015, the marketing department in Munich has been using electronic signatures in Adobe Acrobat DC to streamline this process dramatically.

"Electronic signatures supported by Adobe Acrobat DC saves us a lot of time as well as material and labor costs."

Judith Kaiser, Marketing Supervisor, Digital Media, Marketing Communications



Quick set up, easy to use

"We had been looking for a solution for a while to replace internally distributing and archiving physical documents," says Kaiser. Since the marketing department creates documents with Adobe software and outputs them daily to PDF, the decision to test the Send for Signature feature in Acrobat DC was easy, with the solution proving to be quick to set up and easy to use.

It took only four weeks to fully implement Acrobat DC in the company's regular operations. Arthrex did not require any external support. The membership version of Adobe Document Cloud was distributed by the internal IT department.

Additional functionality for sending and tracking electronic signatures is provided via a web browser; this makes it easier for employees to find their way. "The adoption time was unusually short for a new software program because its use is very intuitive," says Kaiser.

An everyday tool

Since its launch in 2015, electronic signatures in Acrobat DC have been used daily at Arthrex. As users of Document Cloud, the marketing staff easily takes care of its document processes via a web browser. Users open the e-signature overview page, select a document to be approved, such as a flyer from the hard drive, as well as the release form to be signed. The e-mail addresses of recipients are added, and users simply hit the send button to initiate the signing process.

SOLUTION AT A GLANCE

- Adobe Document Cloud
- Adobe Acrobat DC
- Adobe Creative Cloud

The date and other information can be added to the signature using the easy-to-use editor and drag-and-drop fields. Because signatures from multiple parties are often required, Arthrex employees can specify the order of recipients in the send menu. Adobe Document Cloud only sends the flyer and the release form to the second recipient if the documents are signed by the first recipient. The final recipient always has access to the latest version of the flyer. This makes it easier to track change requests already noted in the flyer by prior recipients, using the comment function.

With the e-sign management screen, Arthrex employees can easily determine which parties have responded. If necessary, reminders can be scheduled in advance from the management interface, so that delayed approvers receive an e-mail after a certain period of time.

Completing projects faster

The advantages of electronic signatures with Acrobat DC were seen immediately. Document processes for marketing projects not only use significantly less paper, but they can also be done faster. "Processes that took four weeks prior to the implementation of Adobe Acrobat DC can now be completed in four days or less," says Kaiser.

As a result, many small business steps have been eliminated, and the volume of processes has been drastically streamlined.

The need to physically print documents? That is old news. Trying to drop off a document personally to a recipient—and having to try that several times because the contact is not at his desk? That's no longer an issue. Deciphering handwritten corrections and manually transferring them to a digital document? That's history as well.

Another advantage: document management largely takes care of itself, because signed documents needed for later audits are stored centrally in Document Cloud as part of the routing process.

"Electronic signatures supported by Adobe Acrobat DC saves us a lot of time as well as material and labor costs that we can now invest in more productive activities," says Kaiser.

The implementation of Acrobat DC currently represents a small footprint at Arthrex, which soon expects to expand its use beyond the marketing team. The marketing team's enthusiasm for the electronic signature capabilities has spread rapidly throughout the organization and supports the interest from other teams in deploying Acrobat DC.

For more information

<https://acrobat.adobe.com/de/de/sign.html>



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe, the Adobe logo, and Creative Cloud are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2016 Adobe Systems Incorporated. All rights reserved.

6/16