

mds Customer Profile

LONG BEACH SURGICAL: Leading the Way With MDS

“There’s no comparison,” exclaims Doug Schonfeld, President of Long Beach Surgical Supply in Long Beach, New York, describing his experience since licensing MDS software from The Systems House. “It’s the difference between juggling manual slips from every sale, and a fully computerized invoicing system. It’s the difference between instant inventory management, and having to climb shelves to see what’s in stock.” Clearly, Doug likes the system.

Established by his father-in-law, **Long Beach Surgical** has been around for over twenty-five years. A Brooklyn born graduate of the University of Maryland, Doug entered the business as a salesman, gradually expanding his involvement until buying the business in 1997. In the time he’s been with the company, three divisions have evolved: Retail, DME (Durable Medical Equipment), and physicians. “The physician business started small,” says Doug. “One day I got this idea to target local practices. I just started driving around with cases of latex gloves, knocking on doors. Today, we service over 400 doctors.”

One of the first challenges Doug faced when expanding the business was access to the products his customers demanded. “We weren’t big enough to buy whatever we wanted,” Doug explained. “**By joining Starline, I suddenly had access to over fourteen thousand products.** Soon, however, the increase in volume and inventory were placing significant stress on Long Beach’s internal management systems. Before long, Doug understood his next project was to address his business infrastructure.

“We always worked hard to keep up with our growing customer base,” said Doug, “but it came to a point where orders were coming in faster than we could process them.” Management software was discussed, and Doug began *looking for a package that tied all the components of his business together.* “I considered several off-the-shelf management packages,” recalls Doug, “but none of them were open-ended enough to meet my needs.”

Doug admits looking into MDS several years before making the decision to go with The Systems House. “**Doug was very interested, and wanted a fast-track**

implementation schedule,” says Gus Velez, Doug’s sales representative from TSH. “However, price was an issue,” Doug explained. “Cash was tight, and we assumed it wouldn’t be cost effective. But,” he continues, “soon, I realized we couldn’t afford *not* having MDS.” Also, Doug recognized the program would eventually allow more time to pursue more business. “As a natural salesman,” says Doug, “that appealed to me.”

Doug signed on with The System House last August, buying five licenses. *Working with NDC’s Group Financial Services, The Systems House put together an attractive lease* that allowed Long Beach Surgical to easily afford the MDS system.

By November, they were up and running.

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“First we did payables,” said Doug. “By the time we computerized our inventory, it was clear what an incredible difference MDS was making. **MDS helps us keep an optimal balance of inventory,** by suggesting when products should be ordered, and in what quantity. Now, I can really say for the first time that I’m in control of my inventory.”

“Soon, I’ll be able to hire more sales reps,” Doug believes. “**MDS can track sales programs, perform outbound telemarketing, calculate and process rebates, sales commissions, and handle as many orders as we can possibly get.**”

Another benefit is that Long Beach Surgical can now target customers that order only through EDI. “**MDS is seamlessly compatible with EDI,**” says Doug. “Not only can I place my orders electronically, but bigger clients such as hospitals and larger healthcare facilities, who order everything through EDI, now respond to our sales calls. **MDS has opened a whole new world for my business.**” Also, *since MDS will allow Long Beach to take advantage of manufacturer rebates,*
continued...



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Doug sees that he can now target even larger clients. All these benefits, and many more, are possible with MDS.

One of a number of goals Doug has for Long Beach Surgical within the next few years includes rapidly expanding his physician business through personal physician templates, made available through **MedConduit™** — *the Internet based Customer Information System developed by The System House, and available to all NDC members.* This will enable Doug to provide his physicians fully automated ordering, and real-time tracking power — all with seamless integration to MDS.

Doug speaks easily of his decision to choose **MDS: “The software is powerful, yet approachable.** Furthermore, The Systems House made the transition easy,” says Doug. *“My only regret is not getting MDS sooner. If I had, we’d be further along.”*

Asked how he feels about the future, Doug thinks a moment and says: “I feel very positive about the future of this industry. I also believe that by choosing MDS and The Systems House, Inc., I’ve assured Long Beach Surgical a solid place within it.”

For more information on Master Distribution System (MDS) from The Systems House, Inc., contact TSH at 1-800-MDS-5556, or email sales@tshinc.com

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