



# SteriHealth: simpler, safer, and smarter healthcare.

Healthcare innovator gives sales teams a competitive edge with faster contract cycles through Salesforce and Adobe Sign.

The screenshot shows the SteriHealth website with a dark navigation bar containing links for Rebrand, About Us, Services, Products, Contact Us, and Employment. The main content area features a rebrand announcement: "We are on a rebrand journey. After 14 years of operating independent to our founding brand, we at Sterihealth are excited to announce the return to our origins - Daniels Health." Below this are logos for Daniels Health and SteriHealth. A "Steri Quickfinder" sidebar offers solutions for various healthcare sectors. A quote from Scott Goodwin, Global CIO, is displayed on the left side of the screenshot.

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*Scott Goodwin, Global CIO, Daniels Health and SteriHealth*

## SOLUTION

Adobe Document Cloud  
• Adobe Sign

Salesforce CRM

## RESULTS



### CUSTOMER FIRST

Electronic signatures allow busy customers to review and return contracts at their convenience, leading to nearly 100% of contracts returned in one day or less



### EFFICIENT SALES

Automated workflow reduces administrative tasks and reduces the time to create a contract by 300%, allowing sales reps to spend more time with customers



### BREAKING RECORDS

Achieved highest ever rate of contract resins since going live with Salesforce and Adobe Sign; a 53% increase in contracts created per month compared to the old process



### CRM ADOPTION

Use of Adobe Sign helped drive Salesforce CRM adoption and use within SteriHealth

## SteriHealth

Established in 1986

Employees: Approximately 270

Australia

[www.sterihealth.com.au](http://www.sterihealth.com.au)

### CHALLENGES

- Reach customers big and small across Australia
- Boost efficiency through adoption of Salesforce
- Continue to transform the customer experience

“We had Salesforce for years, but we had a hard time getting sales representatives really excited about it. I needed a little something extra to show them how embracing Salesforce could make their entire sales cycle easier. Adobe Sign was the answer.”

*Scott Goodwin, Global CIO, Daniels Health and SteriHealth*

### Giving caregivers peace of mind

For people working in healthcare, there’s nothing more important than the health and safety of both patients and caregivers. That means wearing gloves, using sterile medical instruments, and most importantly, safely disposing of used items.

SteriHealth is the Australian services division of Daniels Health, an industry leader in handling medical waste. Its innovative flagship Sharpsmart collector provides safe and environmentally responsible sharps disposal that helps prevent injuries and infection at thousands of healthcare facilities around the world.

### Services for all

From large hospitals to local veterinarians, healthcare facilities of every size need a safe way to manage their medical waste. There are tens of thousands of smaller medical offices throughout Australia, representing a huge market, but to tap this market, SteriHealth faced one big hurdle: time.

“If you’re like me, you probably spend a lot of time in the waiting room at your doctor’s office,” says Scott Goodwin, Global CIO at Daniels Health and SteriHealth. “Doctors, veterinarians, and clinicians don’t have a lot of time to sit down with our sales reps and hash out the details of their future needs.”

What these doctors needed is someone who would work with them efficiently and didn’t distract from their work with patients and customers.

“We want to provide the most value for the customer,” says Goodwin. “This means sitting down and thinking, ‘what do our customers want?’ A great customer experience is our part of competitive advantage. We want our service to be so innovative and so easy that customers could never consider working with someone else.”

### Delivering a greater customer experience

Doctors, veterinarians, and clinicians at smaller offices want to spend as much time as possible with their patients and customers, so they prefer to take care of paperwork and signing contracts after hours. If they needed to negotiate or clarify certain terms of contracts, it could often mean multiple meetings over several days.

Goodwin decided that sales teams needed to be fast and flexible to meet the needs of their customers. By combining Salesforce with Adobe Sign, an Adobe Document Cloud solution, SteriHealth sales representatives now send electronic contracts to customers, allowing them to review, sign, and return contracts on their own time. “We’re engaging with customers in a much simpler way and giving them a fantastic customer experience,” says Goodwin. “Customers are happy to reduce tedious paperwork, which results in customers signing faster.”

“Salesforce and Adobe Sign are the first pieces in a foundation of valuable new services that will help our business grow.”

*Scott Goodwin, Global CIO, Daniels Health and SteriHealth*

## SOLUTION AT A GLANCE

- Adobe Document Cloud
  - Adobe Sign
- Salesforce CRM

When customers relied on fax, 80% of customers returned contracts within seven days. The remaining 20% often required weeks of lengthy follow-up before contracts were signed. Using the integration with Adobe Sign, 80% of customers now return contracts within four hours, with nearly 100% of customers returning contracts in one day or less.

## Wowing sales representatives

Time was also an issue for sales representatives. Every contract often involved multiple trips to negotiate services and numerous follow-ups on unsigned contracts. In a big country like Australia, every trip took a huge chunk of the sales reps' day.

“We had Salesforce for years, but we had a hard time getting sales representatives really excited about it,” says Goodwin. “I needed a little something extra to show them how embracing Salesforce could make their entire sales cycle easier. Adobe Sign was the answer.”

By integrating Salesforce with Adobe Sign, sales teams can generate and send a PDF contract for electronic signature within 10 minutes—a huge reduction compared to the 40 minutes it took previously. Revising contracts is just as easy, taking the lengthy back and forth process out of negotiations. Completed contracts are then emailed and archived in Salesforce automatically.

With a recent rollout of Salesforce with Adobe Sign in Victoria, the sales team saw their highest ever rate of renewals. The number of signed contracts created per month also rose 53% based on the previous 12 month average.

“When we showed the sales team what they could do with Salesforce and Adobe Sign working together, they were instantly sold on the new process,” says Goodwin. “Adobe Sign was absolutely key to the widespread adoption of Salesforce. It added that extra ‘wow factor’ and value that made sales people realize this is something we needed.”

## Building a new future

The success of Salesforce and Adobe Sign at SteriHealth was only the beginning. Using SteriHealth as a template, Goodwin is looking forward to rolling out the framework across Daniels Health globally.

“We use innovation to provide value for our customers,” says Goodwin. “Investing in the right technologies allows us to improve the experiences for customers and for our staff in a way that we can build on for years to come. Salesforce and Adobe Sign are the first pieces in a foundation of valuable new services that will help our business grow.”

For more information  
[www.adobe.com/go/dc-enterprise](http://www.adobe.com/go/dc-enterprise)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)