

ELO Customer Reference

Neue Storchen Apotheke

NEUE STORCHEN APOTHEKE



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Efficient quality management

Minimising time spent on administrative work



“I can no longer imagine working without ELO WINAPO. I definitely save about 3-5 hours a week on administrative work.”

Pharmacist Martin Straulino,
owner of Neue Storchen Apotheke

Through the seamless linking of ELO^{professional} to WINAPO SQL, the Neue Storchen Apotheke is saving a great deal of time on administrative work. The time gained is particularly benefitting customer service. Information is available clearly, tax reports can be generated within 2 minutes and workflows efficiently control quality management.

Drugs are very specific goods. Their use requires explanation and specialist advice and for this reason they can only be sold in pharmacies and exclusively by trained pharmacists. The Neue Storchen Apotheke in Baiersdorf (Bavaria) therefore focuses on personal consultation. The core task of the 12-man team is to give customers individual and comprehensive advice. For an optimum supply of pharmaceutical products, the Neue Storchen Apotheke stocks 8,000 items and can supply products not included in this range of goods within two hours. In addition to the trained and friendly staff, the pharmacy also relies on state-of-the-art technology when it comes to offering the best possible customer service.

Solution

an additional benefit



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Time for core tasks

Overview

Country: Germany
Sector: Health system

Company

The Neue Storchen Apotheke in Baiersdorf (Bavaria) places a great deal of emphasis on personalised customer support. A team of 12 specialists devotes itself to customers' demands. The pharmacy stocks 8,000 items and can supply pharmaceutical products not in this range of goods within two hours.

Challenge

Documents are to be archived electronically. This requires a link to the WINAPO SQL pharmacy materials management system. Information on deliveries, orders, customers, etc. should be available at the click of a mouse.

Solution

ELOprofessional is linked to WINAPO SQL; content is easily exchanged between **ELO** and WINAPO via the interface. Documents are generated electronically directly and further processed, paper documents are now scanned in and managed electronically. Workflows control business processes.

Benefits

Consistent and transparent work processes. Information is available immediately at the click of a mouse. Customer service is significantly optimised. The monthly folders for the accountant are generated electronically within two minutes.

Orders, delivery notes, invoices, documents, tax reports and much more – the mountain of documents in a pharmacy is huge. It was for this reason that Martin Straulino, pharmacist and owner of the Neue Storchen Apotheke, decided to use forward-looking technology and put an end to the paper chaos: "I wanted to have more time for my customers and it annoyed me that I had to do more and more administrative work in my free time in the evenings. I find filing documents a real chore. However, the wealth of information and provisions which must be observed is continually increasing. I no longer had enough time to read everything, let alone remember everything when needed."

The pharmacist therefore decided to introduce a document management system (DMS). After thorough research and two consultations, the decision for **ELOprofessional** was made: "The clear winner in the price/performance comparison was **ELO**. At the meeting with the **ELO** business partner it quickly became clear that we not only want to archive documents but that we want a DMS such as **ELOprofessional**. Furthermore, it is quick and simple to use", Martin Straulino explained his reasons for choosing the software.

Fast and individual adaptation

The seamless link to the WINAPO SQL pharmacy program was also one of the most important criteria for choosing the DMS. With **ELO** WINAPO, the **ELO** business partner already has a ready-made interface between the two programs in the solution portfolio. This means that content is easily exchanged between **ELO** and WINAPO and that there is an industry template tailored to pharmacies.



“Due to its ability to be freely programmed, ELOprofessional can easily be adapted to all requests and needs.”

Pharmacist Martin Straulino,
owner of Neue Storchen Apotheke

After extensive analysis of workflows at the pharmacy, experts at the **ELO** business partner were very quickly able to adapt the DMS software to the individual requirements of the Neue Storchen Apotheke.

By linking to WINAPO SQL, **ELO** also transfers all incoming and outgoing documents automatically. Delivery notes, credit notes and invoices are transferred and archived. With an invoice, **ELO** reads the data already contained in the materials management system, e.g. the invoice number, amount, supplier, invoice date, etc. and displays them graphically. By simply clicking the mouse, this data is then used for keywording when archiving. A check for duplicates ensures that each document is only filed once.

Automated archiving

All documents transferred from WINAPO SQL are automatically given meaningful information and archived in **ELO**. Documents which have not been fully keyworded can also be subsequently processed manually. Control mechanisms ensure that the user can still add any important filing information manually if this is missing. “It’s so quick and easy, it’s addictive”, Martin Straulino claims to describe his enthusiasm, adding: “In addition to the pharmacy business, **ELOprofessional** has become the central element in the pharmacy mainly due to the successful link to the WINAPO archive. Almost everything is scanned in, filed and further processed - including incoming faxes.”



Efficient quality management

Now if pharmacy employees are searching for specific processes on customers, deliveries, etc., they can very quickly call them up in ELO and trace them according to process. Information is available to employees immediately at the click of a mouse. "ELO and WINAPO archive now provide me with 'knowledge on demand', according to Martin Straulino. With certain deliveries, for example, obligations to obtain a permit, health insurance company costs, addresses, etc. must be checked. If this type of case has been processed with ELO already, every employee can carry out the same procedure very quickly and correctly. Central filing guarantees that all employees get a comprehensive view of the workflows in the pharmacy.

In the case of holidays and illness, it can therefore be ensured that the processes run as normal and that there are no shortfalls in supply.

Furthermore, workflows control the further processing of documents in the archive. With open invoices, for example, an electronic copy of the invoice is created and saved in a dynamic folder called "invoices to be paid", the previously defined workflow determines how the invoice is then dealt with. Through the electronic workflows and task reminder function, it is very easy for the pharmacy to implement efficient quality management. The document path is presented graphically with the workflow module and the relevant processing status documented at the same time.

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Pharmacist Martin Straulino,
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“Once you have identified the benefits and possibilities of ELO and consistently implemented them, your enthusiasm for ELO will go on growing.”

Pharmacist Martin Straulino,
owner of Neue Storchen Apotheke

Suitable for the tax man

Every month, the Neue Storchen Apotheke must compile documents for the accountant. In the past, sorting and searching for tax-related documents was very time-consuming and filled a thick folder every month. By integrating the accountant module import & export in **ELO**, the tax-related data record is now exported to an electronic folder and burnt onto CD within two minutes. Martin Straulino explains this process: “As soon as a document is filed, it is clear to us whether the document will need to go to the accountant later on. Tax-related invoices and delivery notes or offers are thus ignored. The system records what does and does not need to go to the accountant.” With assistance from the **ELO** business partner, all necessary steps and any doubts on the accountant side were clarified from the outset. “The initial criticism from the tax office was even beneficial because it meant that the electronic backstamping of the posting references of the office in the pharmacy archive was carried out and the system was thus fully protected vis-à-vis the tax office”, explains Martin Straulino.



Reference

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Optimum customer service

“The ELO business partner has been a reliable partner to us from the start. Above all, the experts understand and are familiar with the special workflows and requirements of pharmacies.”

Pharmacist Martin Straulino,
owner of Neue Storch Apotheke

Efficiency without side effects

In addition to significant time savings and efficient work processes, **ELOprofessional** has also saved archive space at the Neue Storch Apotheke. Everything over 10 years old is disposed of and thanks to the DMS no new paper documents are added. Over time, the Neue Storch Apotheke will be able to do away with its archive in the basement entirely. The introduction of **ELOprofessional** has achieved the desired success at the pharmacy and, in Martin Staulino's opinion, it is worth all pharmacies using **ELOprofessional** and WINAPO archive: “If anyone were to take over our structures right from the beginning, they would reach our “archiving level” within one week. Then the return on investment can be achieved within a few months - depending on how much hardware is purchased. I am sure that once you have worked with a DMS, you will no longer be able to imagine how you managed without it before.”