

A Customer Success Story: Occupational Health Services — Four Successful Partners

How do you add a new service offering in nearly 100 locations, and still ensure the highest level of customer service for your franchisee and the franchisee's customers? This was the question Rissy Sutherland, Chief Strategic Officer at ARCpoint Labs in South Carolina, confronted when it came time to roll out occupational health testing services for all of their franchisees. Strategic partnering with three other organizations led to amazing success for all involved.



ARCpoint Labs

Successful Partner One:

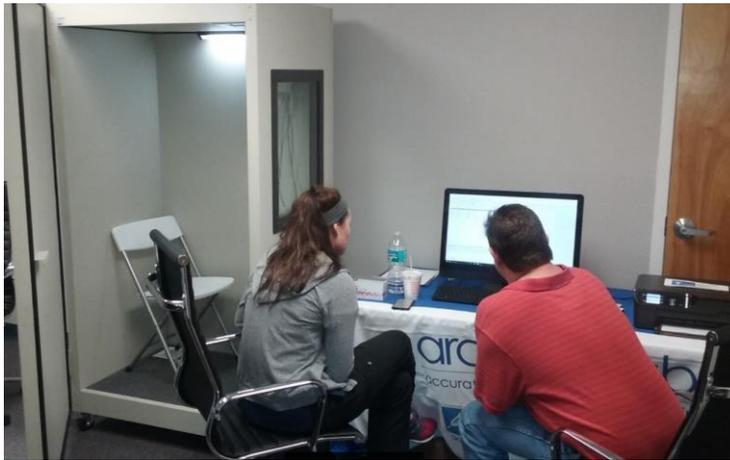
ARCpoint Labs Franchise Group has an aggressive expansion plan to grow their business from 101 to 325 franchise locations in the U.S. by 2020. The Greenville, South Carolina-based company is a national, full-service third-party provider of accurate, reliable, and confidential drug, alcohol, DNA, and steroid testing; employment background and wellness screening; and corporate wellness programs. “Providing occupational hearing and pulmonary function testing is the logical next service to provide,” states Sutherland. “It is a natural progression that follows the clients’ needs.”

According to Sutherland, the best way to manage rapid growth is to partner with the best providers of equipment and services. ARCpoint Labs is positioned as a premier provider focusing on quality and value, and offering the best equipment for its franchisee operations so that they in turn can provide employers with the highest level of service. “We want clients to have the same customer experience no matter where the franchisee is located. Our goal is to be the best in the industry. We need to provide the best quality, best price, best service.”

When Jeremy Endres, Manager of Field Service at ARCpoint, began the vetting of possible partners to provide equipment and support for occupational health tests, he talked to industry contacts: “All agree that the equipment supplier with the best quality, efficiency, training, and setup is Benson Medical.”

This led to the partnership with OHD USA in Hoover, Alabama, the authorized regional distributor for Benson Medical Instruments. OHD was chosen because of its ability to provide a full-service solution for hearing and spirometry tests in multiple locations.

“When I started looking, I found that not all potential vendors could handle the volume we need to roll out occupational health services. We need to provide total solutions to our franchisees. We don’t want our franchisees to go to vendors in a piecemeal fashion, but instead have services and equipment provided through one vendor,” states Endres.



ARCpoint Labs of Lakeland, Reviewing Hearing Test Reports

Successful Partner Two:

The first franchisee to get the new occupational health testing services was a new one, ARCpoint Labs of Lakeland, Florida. Owner and operator Len Adams is also new to the employer health services industry. In January 2016 he retired as captain of a ship stationed in the Florida oil fields. But he wasn't really ready to retire, so he began looking around for a new business. A franchise consultant recommended ARCpoint Labs because of their excellent track record and high success rate.

Adams was familiar with occupational health testing as it was a requirement for his crew. In addition, he was interested in the health care industry, and his wife, Claudia, is a nurse. He began negotiations with ARCpoint Labs in January, opened the Lakeland facility in June, and almost immediately opened a second facility in Kissimmee in July. The quickness of his expansion—two facilities in two months—was a little unusual for ARCpoint Labs Corporate, but the rollout went well.

ARCpoint Labs provided Adams with the know-how and resources to get his franchise up and running quickly. When he hit a snag, there was always someone at ARCpoint Corporate to provide guidance and help him move forward. He foresees economic success in repeat business: "Once people know you, they come back. If you provide above-and-beyond service, they always come back."



OHD – Authorized Benson Medical Distributor for Florida, North Carolina, South Carolina, Alabama and Part of Tennessee

Successful Partner Three:

OHD provided the equipment, set up the audio booth system, installed system software programs, and trained Adams' staff. All five employees were trained and certified to use the Benson Medical CCA-100mini Plus Audiometer. The booth is set up with a laptop, the CCA-100mini Plus, a Benson Medical BAS-200 Bio-Acoustic Simulator, and headsets. It's on wheels so it can be rolled to multiple locations. "OHD is easy to work with," says Adams. "Mark Gamble [OHD's Southern Regional Sales Manager] is very knowledgeable and did a great job! In addition, Benson Medical is OHD's preferred occupational health equipment line. OHD recommended them because they are reliable, cost-effective, and easy to use."



Benson Medical Instruments' Full Product Line: Audiometers, Earplug Fit Test, Spirometer and Cloud-based Data Management

Successful Partner Four:

Working with Benson Medical Instruments enables OHD to sell using product differentiation and the strength of the distributor relationship. Benson Medical systems and support make "the best solution" for customers like ARCpoint Labs. Benson Medical audiometers and spirometers are specifically designed to meet OSHA testing requirements, and help occupational health programs maintain records and streamline the testing process. According to Luke Allen, Chief Sales Officer for OHD, "Benson Medical strives for excellence, as does OHD. That's what ARCpoint wanted—overall excellence."

When ARCpoint Labs Corporate had questions, a conference call with David Mayou, Sales Manager at Benson Medical, quickly answered them. ARCpoint learned firsthand that OHD was a reputable, stable provider and that Benson Medical actively supports its products and distributors. "It's great to partner with Benson Medical Instruments," says Allen. "Benson Medical provides ongoing support and technical troubleshooting, and their products are the best in the world. It is exciting and fun to have that type of a partner."

For More Information:

ARCpoint Labs of Greenville, South Carolina: <http://ARCpointlabs.com>

ARCpoint Labs of Lakeland, Florida: <http://lakeland-fl.ARCpointlabs.com/>

OHD, Hoover, Alabama: <http://ohdusa.com>

Benson Medical Instruments Co., Minneapolis, Minnesota: <http://www.bensonmedical.com>

About the Author:

Benson Medical Instruments' Director of Marketing, Michelle Sahlin, MIM, has extensive marketing and business operations expertise, including sales, product development, and process improvement.

Michelle initiated user research on Benson Medical's CCS-200 Spirometer, which is used for occupational health testing. She has served on industry-based standards committees and taught graduate classes at the University of St. Thomas in St. Paul. She is the author of several articles. Michelle earned a Masters of International Marketing at the Thunderbird School of International Management.