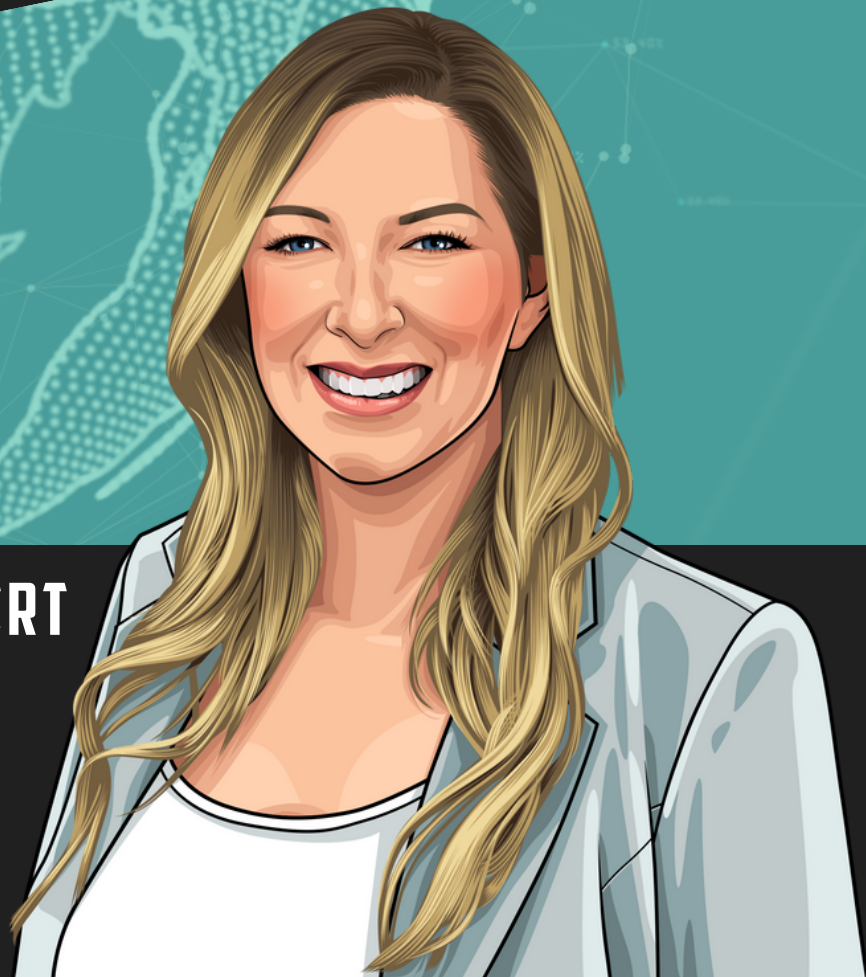


# HOW ARE YOUR SALES REPS MANAGING THEIR TRUNK STOCK?



UDI IMPLEMENTATION EXPERT

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Ashlea Souffrou | Founder & President of SxanPro

*Power Supply UDI Implementation Expert™:*

## How are your sales reps managing their trunk stock?

*Ashlea Souffrou | Founder & President of SxanPro*

Having an expired product used on a patient is a **healthcare nightmare**.

Manufacturer sales reps rely on trunk stock to fulfill time sensitive requests and often keep a variety of products on-hand and available to a hospital when it's in a bind. This is an asset to the relationship between rep and hospital. However, there are risks involved with this process. One of those being an expired product being used on a patient. The responsibility of managing in-date and non recalled products are on the rep but the repercussion of using one of these products on a patient is on the hospital.

The reps on-hand inventory is typically tracked manually which is a time consuming, and often neglected task. Products can often remain untouched for long periods of time as expiration dates are left unmonitored.

Leveraging technology to scan the UDI for trunk stock not only helps prevent expired products from being brought to a hospital, but it allows the rep to know exactly what inventory they have, benefiting the rep and the manufacturer. Scanning the UDI is efficient because every item in their trunk stock already has a UDI on it. That, paired with easy to use technology, like a mobile app, that can travel with the rep wherever stock is stored makes inventorying a breeze.

Instead of the rep tracking what they have in a spreadsheet, or not tracking at all, a digital solution saves time and virtually eliminates manual errors. The answer is in the UDI because the expiration date, lot number and manufacturer information is embedded right in the code, ready to be utilized. This data can then be easily communicated to the manufacturer that manages the inventory in the field.

Reps want to spend their time, boots on the ground, and having a digital solution to maintain their truck stocks gives them more time to do just that.

Have more UDI implementation questions? Contact Ashlea at: [ashlea@sxanpro.com](mailto:ashlea@sxanpro.com)

UDI Implementation Expert Series™ Biography:



**Ashlea Souffrou**  
Founder & President SxanPro



Ashlea Souffrou is a 15-year veteran of the medical device industry with a passion and dedication to uncovering sustainable and cost-saving solutions within the healthcare domain. She is the founder and CEO of SxanPro, a technology company that digitizes inventory processes in hospital supply chain. In 2021, Ashlea was awarded a patent for her mobile application technology that extracts product data from a medical device by scanning the UDI (manufacturer) barcode. She is a Certified Materials & Resource Professional (CMRP) through the American Hospital Association (AHA) and actively partners with medical missions throughout the country by donating the SxanPro software and medical supplies. Ashlea resides in Grand Rapids, Michigan with her husband and three sons.

For all your UDI implementation questions, you can contact her at [ashlea@sxanpro.com](mailto:ashlea@sxanpro.com) or visit the Sxanpro team at [sxanpro.com](http://sxanpro.com)



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