

HANNAH FLEMING MANAGING DIRECTOR, CORINTHIAN SURGICAL, UK

“**NOW I DON'T THINK TWICE
ABOUT LEAVING THE OFFICE.**”

BlackBerry is a lifesaver for biomedical business owner.

Hannah Fleming knows innovation when she sees it. She is managing director of Corinthian Surgical, a small British firm that holds the world-wide license for a next-generation biomedical cement developed by the nearby Sheffield University. Its properties enable surgeons to perform cochlear implants that wouldn't have been feasible with previous generation cements. A cochlear implant is a small, complex electronic device that can help to provide a sense of sound to a person who is profoundly deaf or severely hard-of-hearing.

Corinthian Surgical is a small company with four sales representatives in the UK and a network of agents and distributors for the rest of the world. Hannah takes a very hands-on approach to running her company. In addition to handling negotiations with surgeons and senior medical professionals, she also addresses conferences and performs training.

A REAL LIFESAVER

"I'm in surgery and I have a question about your product." This was the message that a surgeon in the United States recently sent to Hannah while she was relaxing at home one evening. Because of the time difference, the doctor wasn't sure he could reach her by phone so he sent an email instead. "Happily I had my BlackBerry smartphone," she remarks.

Being able to receive emails of this importance was why Hannah had been trying for years to find the perfect mobile email solution. She had experimented with several devices without much success. "They were too complicated," she says.

Hannah had almost given up when she spied one of her friends using a BlackBerry® smartphone. "I'd heard about BlackBerry, but it wasn't until my friend got one that I could see for myself what it was really about," she explains. She had always assumed her company wasn't ready to use a BlackBerry solution. "We don't have a full time IT department," she explains. "I always thought BlackBerry was for big companies."



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SIZED BUSINESSES**

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AMBASSADOR CASE STUDY

Today Hannah has a BlackBerry® 8800 smartphone. "It's fantastic – I rave about it," she says. "It's got everything I need during my day – email, web, phone, GPS, calendar and even games – on device. And it saves me having to carry around a laptop," she says. According to Hannah, the size and shape are perfect for someone who spends 70% of her time out of the office and who regularly finds herself standing at a lectern in the morning and beside an operating table in the afternoon.

Hannah uses her BlackBerry solution to access two email accounts, one private and one professional. She says email is critical to her business, because of the legal and surgical issues that can appear out of the blue. "Just the other day, I was able to resolve a regulatory issue very quickly via email on my BlackBerry. Without it, the problem would have gone unattended, which wouldn't have been good for business," she explains.

GOOD MEDICINE FOR STRESS

Before using a BlackBerry smartphone, Hannah felt tied to her laptop. As she explains: "It was very stressful. On one hand, the business required me to be out and about. On the other, the surgeons and the sales force wanted instant contact with me via email." Hannah used to take her laptop on the road and home with her in the evenings, but, in her words, it was "big and clumsy", not to mention that connecting to the Internet wasn't always easy. "Now I don't think twice about leaving the office," she says.

In Hannah's opinion, BlackBerry smartphones are ideal for the peculiarities of her business. As she puts it, surgeons live in an 'on-call' culture, so when they have a question, no matter where they are or what time of day it is, they expect her to answer. Moreover, email is the preferred method of communication. "I regularly receive orders on Monday evening for product that will be used in surgery on Tuesday. With the help of BlackBerry we can ship in time," comments Hannah.

Through her presentations and training, Hannah promotes Corinthian Surgical's innovative cement around the world, establishing close contacts with the surgeons along the way. "It's a new product and questions sometimes crop up while they're in surgery," she explains. It's not uncommon for them or the nurse to ring or email her personally from the operating theatre. "With the BlackBerry smartphone I can field their question, and I don't have to be in the office or even in the country," says Hannah, who travels abroad regularly.

Hannah's enthusiasm for her BlackBerry smartphone is spreading to her colleagues and contacts: "just the other day I was working in a hospital in Manchester when one of the doctors saw me with my BlackBerry. After explaining how I used it he decided to order five for the doctors who will be working in the new clinic he is about to open."

Now that she has put her device through its paces, Hannah is thinking about equipping her sales representatives. "It's important for a small business to look and act professional, and BlackBerry lets me achieve that."

BENEFITS

**INCREASED SPEED
OF RESPONSE**

**IMPROVED
CONNECTIVITY**

**CONVENIENCE OF
CONVERGED DEVICE**

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Managing Director
Corinthian Surgical, UK