



## CUSTOMER SUCCESS STORY



### Loopio Helps Watson Health Imaging Tackle Their RFPs Globally

Watson Health Imaging, a market segment of IBM Watson Health, is a leading provider of innovative cognitive computing, enterprise imaging and interoperability solutions that seek to advance healthcare. Its Merge branded enterprise imaging solutions facilitate the management, sharing and storage of billions of patient medical images.



RESPONDING TO 50+  
RFPS PER YEAR



MANAGING LIBRARIES FOR  
9 PRODUCT LINES



COLLABORATING  
ACROSS 7 OFFICES



COMPLETING RFPS WITH  
1,000+ QUESTIONS

## Before Loopio

Watson Health Imaging was using a **different “master document”** for each RFP. One person would answer what they could, then email out the remaining questions — often with multiple people responding. This meant:

- Heavy Project Management
- Duplication of Work
- Longer Response Times

When asked about his experience before Loopio, Rob Wunder, RFP team Lead, said “I don’t want to go back to those days — **it was a nightmare.**”

## Why Loopio?

John Rodriguez, VP of Pre-Sales Consulting, wanted a solution that:

- Was accessible **anywhere**, on **any device**
- Allowed everyone to work simultaneously
- Provided visibility across the team

For Rob, Loopio’s responsiveness to feedback and customer service set Loopio apart. “The whole experience of working with Loopio from the very beginning has been amazing.”

## With Loopio

Rob loves that Loopio has made collaboration across a geographically diverse team easy. With clear visibility and ownership for all deliverables, plus an easy to search Library, the Watson Health Imaging team counts on Loopio to get their RFPs completed on time.

## Using Loopio

Rob works with Brett, an RFP Specialist, to load over **50 RFPs into Loopio per year**. These RFPs range in size, and sometimes contain over **1,000 questions**. After loading the RFP, they invite the relevant team (Cardiology or Radiology) to the **Project**.

In Cardiology, John and his team **focus on efficiency**, and “attack an RFP like a school of piranhas – they all jump in and take it apart.” Team members **Assign** questions to whoever is best suited to answer them.

In Radiology, the head Subject Matter Expert (SME) **promotes knowledge sharing** by Assigning questions to team members who need to grow in a certain area, instead of leveraging existing experts.

From the Loopio **Dashboard**, Rob captures the **Status Bar** of each Project and sends out a weekly email – highlighting remaining deliverables. If anyone falls behind, Brett uses **Nudge** to send reminder emails to **keep them on track**.

Once an RFP is complete, Rob runs **Close Loop**, and feeds that new content back into the **Library**. This centralized management model gives Watson Health Imaging a gatekeeper for all of their Library content.

“Loopio has dramatically increased the efficiency of the teams. Working together, using the Library, and not encountering issues with version control – it saves us a TON of time.”

**Rob Wunder**, RFP Team Lead at Watson Health Imaging





Loopio's RFP Response Software Platform helps you supercharge your responses to RFPs, RFIs, and Security Questionnaires.

Ready to see Loopio in action?

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