

MEET THE BOARD



Dorothy Gosnell

HIRA Board - Representative
Director

2019 - 2020

President

Gosnell Medical Sales, Inc

With so many members, it's not easy to get to know every rep, manufacturer and service provider.

"Meet the Board" is a new addition to the HIRA website that gives readers the chance to learn a little bit about our elected board, including how their time is spent in and out of the office.

For this profile, meet Dorothy Gosnell. She has been in the rep business for 25 years and has been active in HIRA just as long. She has served on the HIRA Board as a Representative Director since 2018.

How long have you been a member of HIRA?

I signed up with HIRA the first year I became an ISR in 1995, so that would be 25 years in 2020!

What is it about HIRA that makes you continue your membership?

Many things, but mainly because of the ability to network with my peers and stay up to date with what is going on in our industry.

How long have you been in the Medical Device Manufacturing business?

25 Years

Briefly describe your rep firm?

As an ISR group, covering the West, we represent a variety of Capital, Commodity, and Clinical Medical Manufacturers. Our main market is Acute Care, however, we have expanded into the alternate market for some of our lines, as needed. We have specific reps that focus in each market. We have a great team that work together, to utilize their individual strengths to build and grow our business together.

What Innovations, best practices and/or changes has your company made recently?

I think adding the Target Pipeline CRM has been the most beneficial addition for my firm recently. It gives us the ability, to not only track what we do individually, but also helps provide information for our manufactures in an easy, consistent format.

How has your product sector and/or marketplace changed in the last two years?

The Acute space has continued to become more difficult to sell into, with credentialing, Value Analysis Committees, and just more competition, we have to be more creative and think much more "out of the box" just to be able to get an appointment. Everything takes much longer to close these days.

What have you learned and/or what contacts have you made through HIRA that have had the greatest positive impact on your business?

I have learned that we need this group to help the next generation of ISR's. It is a hard business and they need all the help and guidance they can get.

For me, the greatest positive impact has been the people I have met through HIRA, that have shared their knowledge and experience with me. It is a lonely road out there, and when you can talk to people that understand your challenges and frustrations, it goes a long way to make the journey easier and more enjoyable, knowing you are not alone.

What is one interesting fact that people may not know about you?

I learned to play soccer in my mid-thirties and continued to play, well into my forties, on a women's league. I was a pretty decent forward and defender!

Tell us a little about yourself, outside of your work.

My husband and I have 4 grown children between us, and 8 grandchildren. (We started young!)

We enjoy taking our RV out to the desert and camping and riding our toys, White Water Rafting, Cruising, Rides on the Harley with our friends, bicycle riding, and spending as much time with family, as possible.