

CASE STUDY

In 2005, a medical device company received FDA approval for a novel home hemodialysis machine (HHD) that made it much easier for patients to administer their own therapy in the privacy and comfort of their homes. Over the next seven years, this new system drove an increase in the number of patient from just fewer than 2,000 to more than 6,000. The company faced the challenge of finding a caring logistics provider that could keep up with this growth and ensure the ongoing supply of consumables, parts and replacement equipment for thousands of patients across the country.

The Challenge

HHD patients gained independence and flexibility with this new technology. Relieved of the arduous task of making 2-3 trips each week to institutional clinics to receive their therapy, patients now have the control to provide their own treatment in the comfort of their own home, and resume an almost normal life, including travel, as the equipment can be delivered to vacation destinations and cruise ships.

Because of the critical need to maintain ongoing therapy, supplies need to be replenished and equipment needs to be replaced at a moment's notice, anywhere in the country, in a matter of hours. Patients can't wait until the next day to continue their therapy. In addition, these aren't just ordinary people, they are sick patients and it's crucial that they feel cared for, secure and valued.

With the acceptance of this new technology, the company's client base grew to thousands throughout the nation in homes and apartments from populated urban cities to remote rural towns. In order for the client to grow into these young and fast-growing markets, they needed an infrastructure to meet the needs of their patients efficiently.

Our Solution



As a young, rapidly growing company it would have been very burdensome to incur the direct costs of establishing the infrastructure needed to service their patients. Using overnight delivery services could not provide the savings, speed, or personal touch they needed. The National Logistics Group became a partner willing to go the extra mile to provide personal service and a customized medical logistics solution.

With more than 300 forward stocking locations nationwide, inventory was established within same day delivery reach of their patients. The organization and forward stocking placement of the

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Solutions at a Glance

- Sensitivity-trained delivery personnel are kept well informed about each dialysis patient's needs
- Drivers are always uniformed with ID badges and pass detailed 10-year civil and criminal background checks
- **Scheduling:** Online patient scheduling of deliveries for convenience, or by phone with National Logistics Group customer service with 4 hour appointment windows

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Our Solution

inventory ensured same day delivery within 4-hour windows of equipment and supplies. If a patient's machine failed, it could be replaced within a matter of hours.

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National Logistics Group provided the peace of mind and security that both the client and their patients needed. All drivers undergo a detailed background and criminal check, wear photo ID Badges, and complete sensitivity training to ensure compassion and attention to detail. Our partners didn't just deliver the medical devices to the front door; we went into the

patient's home whether it was a house or a five-floor walk up. Deliveries were completed to the patient's room of choice, and supply stock was rotated to ensure that the oldest was used first.

With each delivery, National Logistics provided 24/7 customer support for patients to guarantee a mistake free process and full customer satisfaction. National Logistics Group customer service representatives called to schedule appointment windows, gave 30-minute advanced warnings to make sure patients were available for delivery, and made post-delivery calls to ensure patients were happy with the deliveries and the performance of their assigned delivery partner. The patient satisfaction rate was 99.8%.

Solutions at a Glance

- **Pre-delivery alerts:** driver calls recipients with their name and arrival time when 30 minutes away
- Delivery to room of choice with stock rotation
- Post-delivery calls by National Logistics Group's customer service to ensure patient satisfaction

LEARN MORE AT
www.nlglogistics.com

THE RESULTS

National Logistics Group responded to the client's medical logistics needs in the time critical manner demanded. Patients received their critical replenishment supplies on time with urgency and compassion and recognized our partners as personal and caring people, not just another delivery company. The company saved time, effort and the direct expense of establishing their own infrastructure. The National Logistics Group created a customized logistics strategy with patient sensitivity and a satisfaction rate of 99.8% that other logistics companies simply cannot provide.

