



Optimizing Client Communications and Distribution

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Case Study | Industry: Healthcare

## Medical Device Sample Fulfillment System



*For over two decades, TGI Direct has distributed marketing communication and sterile medical device samples to thousands of hospitals and physicians in North America.*



### RESULTS:

By utilizing TGI Direct's warehouse and fulfillment operations, the client eliminated liability from expired product samples in trunk circulation through greater end-to-end traceability. They were able to reduce costs by 22% by eliminating case load orders to individual unit orders that matched the sales team client requirements. The robust web-based order management portal that TGI Direct implemented allowed the client's sales and marketing teams real-time access to product inventory, and the new online marketing library we designed gave them the current and accurate information they need to drive product sales. Finally, the personalized approach to product sample request fulfillment improved their communication with their customers and improved the client's overall branding recognition.

For over two decades, TGI Direct has distributed marketing communication and sterile medical device samples to thousands of hospitals and physicians in North America. We understand the unique requirements of service healthcare providers. Our communications and fulfillments solutions save our clients time and money while ensuring that their systems meet the high standards demanded by the healthcare industry.

### OBJECTIVE:

A leading global medical manufacturer that treats cardiac and vascular diseases, diabetes and neurological and musculoskeletal conditions needed a turn-key, sterile medical device sample fulfillment system to support its large sales force in North America. The client wanted a web-based communication system that provided real-time access to marketing materials, product training videos and product white papers. The client also required a clean room for receiving, product storage and kitting and assembly of outbound orders.

### STRATEGY:

To meet our client's communications and ordering needs, TGI Direct worked with their senior management and information technology teams to design and deploy an online portal that enabled their field sales team to order medical device samples and access marketing literature, product training videos and case study data much more conveniently and efficiently. This sophisticated e-commerce platform was optimized for multiple operating systems including mobile and tablet technology. The new system improved how product availability information was shared and how receipts were generated, plus, it allowed end-to-end traceability from order receipt to distribution. TGI Direct also made it possible for the sales and marketing teams to create a more personal connection with their customers by including a personalized letter and product brochure with each unique order.

To realize the client's fulfillment goals, TGI Direct worked closely with their internal auditing organization to develop new procedures and work instructions (using our own ISO framework) to implement a new fulfillment system. This new system utilized TGI Direct's clean room, a climate-controlled distribution center for product storage and distribution. The distribution center also features real-time access to product inventory management. TGI Direct established unique packaging and labeling guidelines for each product configuration. This new system ensured 100% product integrity with a new receiving and product inspection process and it improved lot control, product expiration and traceability for individual orders. Traceability for each order is now unique to the end user relative to the manufacturing lot number, serial number, product expiration date and delivery tracking to ensure a closed loop view of order receipt through distribution.