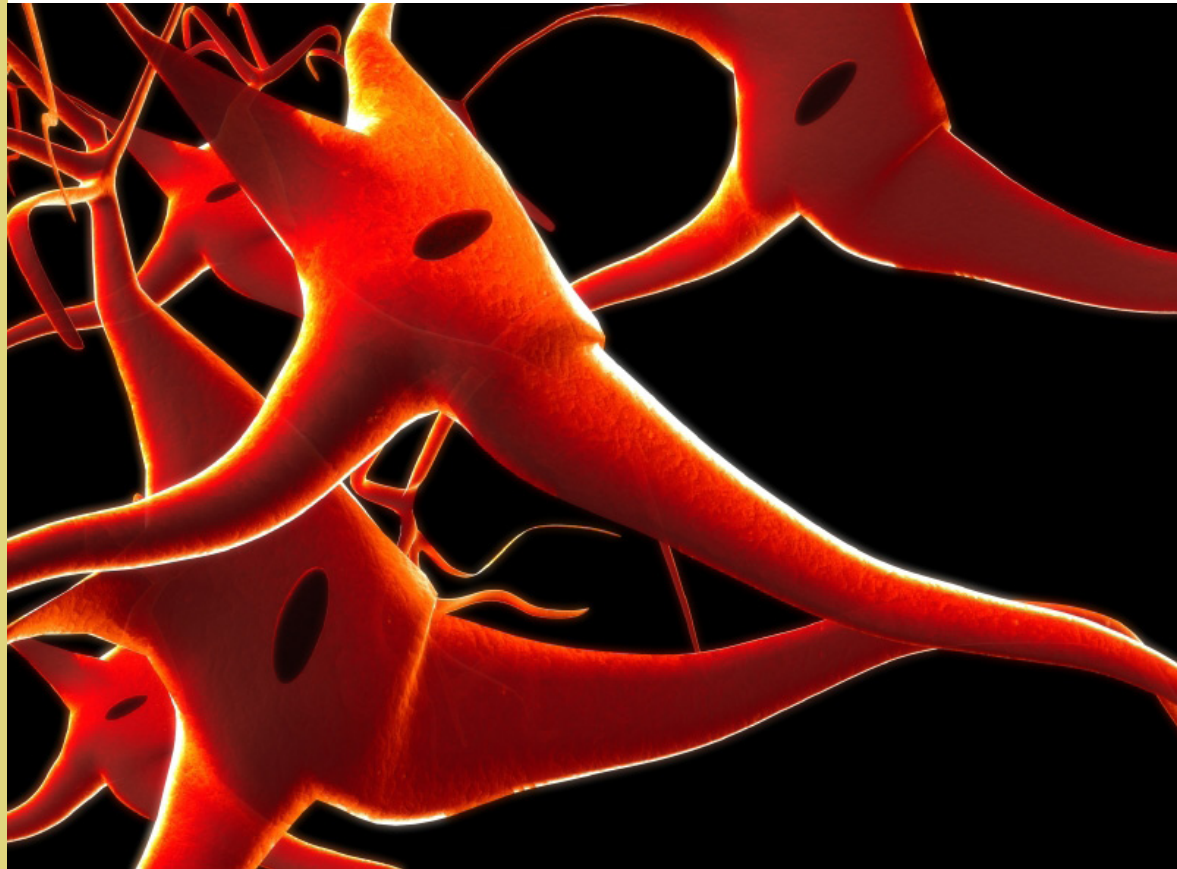


Case Study
Neuro-surgical equipment deployment & recovery



The leader in high speed, white glove medical equipment delivery



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At \$80,000 and 200 lb. each, moving these surgical devices called for a medical transportation expert.

A US biotechnology world leader in regenerative medicine was experiencing pain in the warehousing and deployment of its life-saving neurosurgical devices. With only two US warehousing locations, San Diego and Cincinnati, the client was ordering one to three shipments a week to hospitals nationwide with Field Sales in charge of shipping and receiving of the freight.

The 200-lb. units are typically shipped for single-use brain surgeries and then recovered and returned to the origin warehouse until the next deployment or for return to the service center as required. Damage issues, slow transit times, and a virtual black hole in the supply chain were all causing the client considerable pain since each unit's value neared \$80,000. The piece's footprint, at 28x22x52 inches, increased the overall difficulty of transportation.

The client's Field Sales team was also charged with grading the equipment's condition upon retrieval from the hospital and it was impossible to pinpoint where along the device's travels that damage, if it was present, occurred. Hospitals pointed at local delivery company and the LDCs pointed at the hospitals' receiving department, when, in fact, damage might have occurred in the short trip from receiving dock to surgical suite and back. Field Sales was left to make a blind decision that rarely went over well with any party.

The client turned to MDX in early 2009, seeking a specialist to handle its business. The MDX operations team, consisting of a brand and an account manager, plus customer service reps, first requested historical shipping transaction data by destination city to determine if the two existing depots were adequate for nationwide delivery. It was quickly apparent that adding more warehouses would give the client nation-



wide coverage with a much faster transit time. Eight additional depot locations were selected, with three units based at each.

This made the best use of the client's ready-to-deploy equipment and made it possible to offer next day service to all points in the country. By entering each piece of



equipment into MDX's In-Transit Asset Management System (ITAMS) the client has solved the virtual black hole that formerly made it impossible to pinpoint the item's current location. The client access ITAMS through MDX's own web-integrated shipping application Clarity™. MDX provides each shipping customer its own customized Clarity website for easy order entry, tracking, auditing, and management reporting, and trains each client's designated personnel to use it. Now, every device is easily tracked, and can be re-routed for the most efficient transit

to its next assignment or for return to the service center for calibration and cleaning.

The question of damage was mitigated considerably when MDX developed a short questionnaire about the condition of the device the LDC completes each time it picks up or delivers equipment for the client. This absolved Field Sales from this unnecessary and arbitrary arrangement and helped improve relations between the client and the hospitals it serves. Field Sales' time was made available to sell rather than to administer equipment.

The client recently added an additional depot to its roster, and has increased the deployment of its life-saving devices from four times a month to more than 60 times.

For more information contact:

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