



Pharmaceutical Samples Distribution

Case Study

CHALLENGE

Enhance PDMA compliancy while increasing service and reducing cost.

SOLUTION

Utilize new transportation strategies, adhere to legal requirements and realign transportation to lower costs.

RESULTS

- ⇒ PDMA Compliant
- ⇒ Reduced Inventory
- ⇒ On-time Delivery
- ⇒ Lower Cost

For more
Information please visit
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Alternate solution saves \$1 million annually

The Client

Hoffman La Roche pharmaceutical wanted to understand and optimize the different strategies in shipping samples to practitioners and sales representatives and ensure the highest compliance to regulations. The company also was concerned about the amount of time sales reps were spending on sample inventory management.

The Challenge

Hoffman La Roche ships hundreds of thousands of samples each year throughout the United States. Prior to Trans-solutions involvement, this client utilized a third party logistics provider to deliver all samples to sales representatives and practitioners. Deliveries were inconsistent, very costly and PDMA non-compliant. Cost savings was not the primary goal for this shipper. But, like all companies, they wanted a fair price from their transportation partners.

The challenge was complex: deliver samples just in time to practitioners and sales reps; adhere to federal regulations; control Inventory; and allow sales reps to focus on selling.

Over \$1,000,000 in
ongoing savings

The Solution

After an extensive assessment process that included confirming service and legal parameters for deliveries, documenting current freight costs and fees, and visiting the fulfillment operation and customers, Trans-solutions engineered a delivery strategy that satisfied service and PDMA requirements while reducing transportation costs and inventory. An analytical baseline was created so that changes in service and cost could be accurately identified and calculated.

In a short time, sales reps were focused on selling, inventory was under control and costs were down significantly.

This project generated ongoing savings in excess of \$1,000,000.