

CASE STUDY: Enhancing Warehouse Efficiency & KPI Monitoring for Sample Distribution

Background:

A pharmaceutical manufacturer client required a highly efficient warehouse and distribution solution for the Sample Distribution Program for their newly launching product into a very competitive market.



QPharma's Solution:

QPharma implemented a comprehensive warehouse and fulfillment strategy, leveraging cutting-edge performance monitoring and industry best practices to ensure seamless operations.

- Optimized Order Fulfillment Process
- Robust KPI Tracking & Continuous Improvement
- Workforce Excellence & Compliance Assurance

Challenge:

The client needed a fast, accurate, and scalable fulfillment operation to support Direct-to-Prescriber (DTP) and Direct-to-Representative (DTR) order fulfillment, inventory management, and regulatory compliance for a strategic product launch. Key challenges included:

- **Lead Time Efficiency:** Ensuring rapid order processing while maintaining compliance.
- **Scalability & Accuracy:** Managing fluctuating order volumes while sustaining high pick-and-pack accuracy.
- **Regulatory & Compliance Standards:** Adhering to strict pharmaceutical distribution guidelines and maintaining transparent reporting.

QPharma Warehouse Results:

QPharma's warehouse optimization strategy delivered exceptional results, positioning the client for success in brand awareness and market share:

- **Improved Order Processing Efficiency:** Achieved a highly responsive fulfillment process, reducing lead times while maintaining quality control.
- **High Accuracy & Quality Assurance:** Maintained 99.7%+ accuracy, ensuring HCPs and sales reps receive the right products every time.
- **Scalable & Flexible Operations:** Successfully adapted to fluctuating order volumes while meeting the client's evolving needs.