

Optimizing Specialty Logistics for a Pharmaceutical Manufacturer

An emerging specialty pharmaceutical manufacturer faced logistical challenges, including temperature-controlled shipping and off-hours deliveries. This case study demonstrates how CareTria partnered with the manufacturer to address these complexities. The client was seeking a scalable solution that could support growth while delivering high-touch support their customers relied on.

Situation

Prior to engaging CareTria, this emerging manufacturer encountered challenges that other 3PL companies could not address. This manufacturer's products are used in oncology clinics and demand a level of precision and flexibility that was lacking with their existing 3PL partner.

The Primary Challenges Included:

- **Complex Order Scheduling:** Managing future-dated orders created inventory issues as clinics needed to secure stock for upcoming treatments without immediate delivery.
- **Product Integrity Risks:** Sensitive pharmaceuticals required strict temperature control, and standard packaging failed to ensure stability, risking efficacy and safety.
- **Limited Operating Hours:** Lack of support during off-hours and holidays led to service gaps, frustrating clinics and delaying patient therapy.
- **Labeling/Packaging Issues:** Compliance and clinic needs for specialized labeling and packaging couldn't scale with previous systems.



Solution

CareTria deployed a tailored 3PL strategy designed to address every friction point in the manufacturer's supply chain. By integrating proven logistics with a high-touch service model, CareTria established a robust framework for distribution.

- **Specialized Pack Outs and Monitoring:** CareTria introduced temperature-monitored pack outs to ensure product integrity, with photographic evidence to maintain transparency and chain of custody.
- **Cross-Docking and Future-Dated Orders:** A cross-dock solution streamlined pallet handling, reducing damage risks, while future-dated orders enabled clinics to reserve inventory for scheduled treatments, avoiding premature storage.
- **24/7 Dedicated Support:** CareTria established round-the-clock support, including holidays, ensuring reliable assistance and delivery for critical oncology treatments.

Key Results

The implementation of CareTria's tailored solution delivered immediate and sustained improvements across the manufacturer's supply chain process. The partnership resolved the initial logistical bottlenecks and established a foundation for significant partnership and growth.

Key Outcomes Included:

- **Operational Scale:** The manufacturer achieved sustained growth, scaling operations to ship over 30,000 units annually.
- **Flawless Execution:** The client consistently achieved 100% service level targets, ensuring that product availability never compromised patient care.
- **Customer Satisfaction:** Through extended support hours and specialized labeling, the manufacturer maintained a 100% customer satisfaction rating year after year.
- **Cost Savings:** The efficiency measures, including the cross-dock solution and reduced waste via temperature monitoring, directly contributed to savings for the manufacturer.

Shipping over
30,000+
Units
annually

Maintained a
100%
Customer
satisfaction

Achieved
100%
Service level
targets

Conclusion

For emerging pharmaceutical manufacturers, logistics execution is a critical extension of the brand. CareTria's flexible, high-touch 3PL approach enables emerging manufacturers to launch, scale, and operate with confidence—delivering therapies reliably while supporting long-term commercial growth.



Contact us to learn how CareTria can provide a solution for you

(888) 564-7737 | www.caretria.com