

FDA-Registered Device Kitting Transforms Business Model

Challenge

A leading medical diagnostics company was looking for a more efficient fulfillment model to support its at-home take out blood testing kits. Previously, the test kits mailed to customers did not offer any return tracking information after they were used and in transit back to the laboratory. This made it difficult for the testing lab to forecast incoming test volumes and prevented timely reminder communications to customers who had not yet used their kits. The diagnostics company considered using an express delivery service to gain kit-by-kit tracking ability. However, at a cost of \$5 per package, this change would result in a significant hit to the bottom line.

Solution

Taylor Healthcare's diverse capabilities across warehousing, kitting, fulfillment, packaging and labeling provided the unified solution the medical diagnostics company needed.

- Venture Solutions, a Taylor company, is FDA-registered for repackaging and relabeling of medical devices such as laboratory test kits.
- In partnership with the test device manufacturer, Venture Solutions pre-assembled, packaged and assigned a unique serialized code number to each kit and held them in inventory.
- As the medical diagnostics company received orders for test kits to be shipped to individuals, Venture Solutions captured the unique serialized code for each kit and passed that information back to the diagnostics company.
- Using a serialized IMb barcode for the business reply envelope provided inbound tracking information from USPS at a fraction of the cost of other delivery services.

Results

Taylor Healthcare's FDA-registered, direct-to-consumer fulfillment of medical devices was a game-changer for the laboratory company.



COST REDUCTION

Inbound test kit tracking data was obtained from USPS at a dramatically lower cost than other delivery services.



OPERATIONAL EFFICIENCY

The laboratory company was able to forecast lab specimen volumes — and send reminder communications to patients — with precision.



REGULATORY COMPLIANCE

Patient safety and lot-level product traceability were ensured thanks to Venture Solutions' rigorous adherence to FDA standards.