



RESEARCH HEALTHCARE LOGISTICS

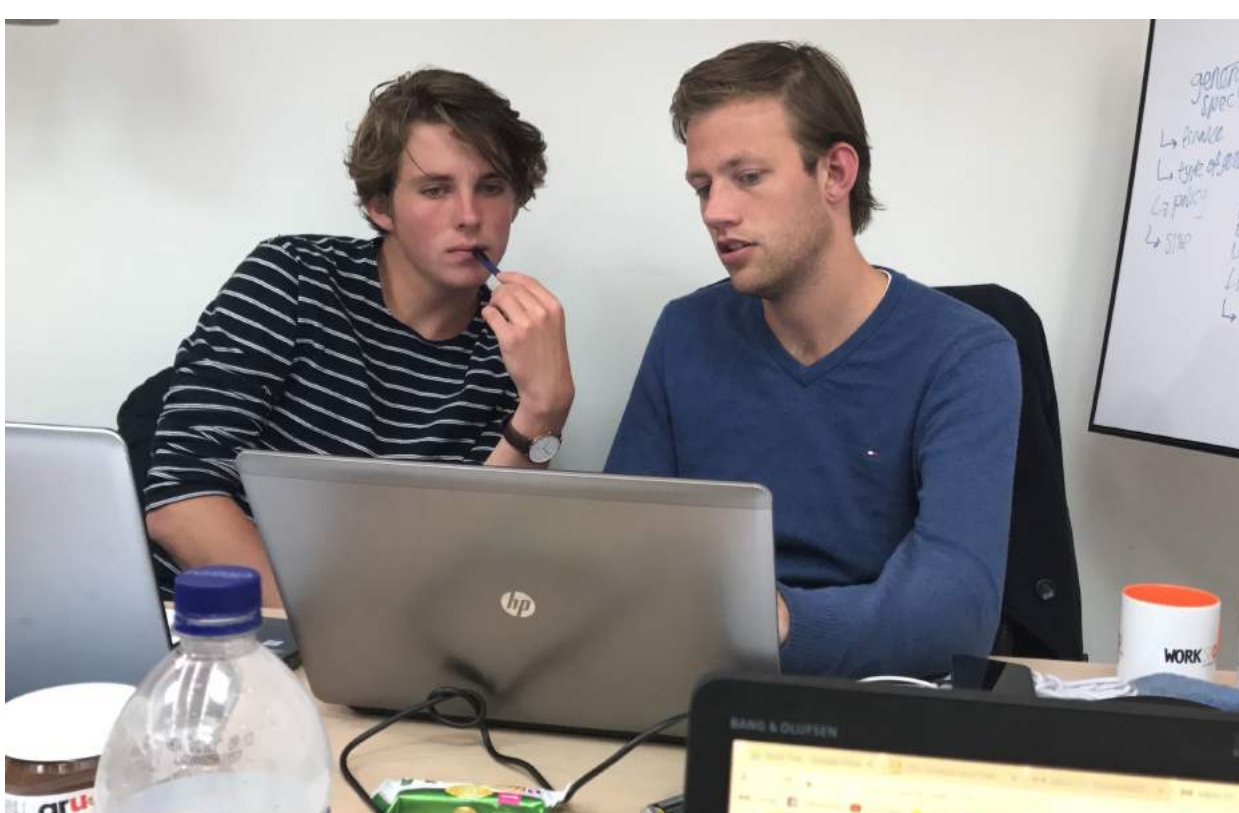
Providing life-saving products is a big responsibility, one with risks that far outweigh those in a typical supply chain environment. DHL understands the challenges facing life sciences companies. The next challenge is Colombia, so the question we faced: Should DHL enter the Colombian Health Care market, if yes how?

OUR WORK

Team DHL worked together with the strategic head of DHL Latin America located in Mexico, a Solutions Design Team in Sao Paulo and the headquarters in Miami. The first two weeks of our research consisted of a market research, focused on the structure of the public and private health care market and the stakeholders involved. The next two weeks we spent interviewing the eleven top hospitals of Colombia for which we visited the cities of Bogotá, Cali and Medellín.

RESULTS

A third party logistics provider, such as DHL Supply Chain, can vastly improve the logistics solutions in the supply chain of hospitals. Solutions such as an offsite warehouse, improved automation and information systems will benefit the hospital and improve healthcare in general. We spent our final weeks on analyzing the interviews, drafting our final presentation, creating a concept of operations and writing a white paper. Team DHL's research ended with a fantastic trip to Miami to present to the Americas board and discuss further actions.



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