



## **The last ten feet with regional carrier LSO delivers miles of advantages to a medical distributor's customers.**

### Summary

Medical Specialties Distributors (MSD) is a leading purveyor of medical supplies and biomedical equipment. MSD customers include caregivers for in-home patients and for post-acute care facilities, many of whom require hand delivery of products 'over the threshold' into the residence. A package left outside is at risk of damage or theft, and large packages may be difficult for a caregiver to lift and carry. With such concierge-level shipping needs, MSD found only limited geographical coverage by global carriers delivering into Texas and surrounding states. Knowing that a regional carrier can provide more of a high-touch customer experience, MSD partnered with LSO for their shipping needs, and LSO has helped them achieve their goals with stellar customer service.

**“The extra level of service by a regional carrier such as LSO makes the difference in gaining and maintaining clients.”**

*– Maryann Stoddard, Transportation Manager, MSD*



## MSD BACKGROUND AND BUSINESS NEED

Medical Specialties Distributors (MSD) provides medical devices and supplies to patients and caregivers in private homes or patient care facilities. The primary items distributed by MSD are nutritional supplements, infusion therapy, incontinence products and respiratory care supplies. These high-value products not only require on-time and intact delivery, but also a concierge touch not found with the two global carriers. The notion of ‘over-the-threshold’ product delivery is key to their success.

Products such as nutritional formulas and supplements may have short shelf-lives and are vital to the dietetic needs of the patient. Being able to ship and reliably deliver such products in a timely manner is critical to MSD’s clients and business. A dependable shipping solution is required to ensure that these important products get into the hands of caregivers and patients on-time and intact.

MSD demonstrates an unwavering dedication to its customers, taking a unique, automated “First Touch Resolution” approach. The MSD Customer Service team is committed to responding quickly to any incoming shipping questions from clients. This commitment requires a true, dedicated partner in the carrier they choose. MSD’s carrier must not only get products to their customers reliably, but must also get answers to MSD quickly when there is a delivery issue such as a wrong address, a signature requirement or a possible delay.

The company is also experiencing substantial growth each year, creating the challenge of maintaining stellar service and support for a growing audience. In order to address shipping problems and initiate improvements for their growing business, MSD requires visibility into the details facing product shipments, geographies and customers. Being aware of problems or potential issues that may arise allows them to be proactive to ensure efficient delivery of products.

Because of these narrow requirements, MSD’s business is limited to geographical areas where they can cost-effectively provide products in a timely manner. Maryann Stoddard, Transportation Manager for MSD, stated, **“The nature of our business, plus our steady business growth, requires a number of capabilities in the regional shipping partner we choose – reliability, responsiveness, flexibility and price – to name a few.”**

## MSD SHIPPING REQUIREMENTS

- Responsiveness – MSD is committed to responding to incoming client questions quickly, and therefore requires a shipping partner to support this policy.
- Over the threshold – MSD clients often require products to be delivered into their facility or home.
- Reliability – Given the important nature of medical devices and medical supplies, MSD places utmost importance in delivering products on-time and intact.
- Flexibility – MSD requires customizable pickup/delivery times and special delivery instructions such as calling ahead or notifying customers of delays or shipping issues.

## LSO – REGIONAL SHIPPING PARTNER FOR MEDICAL SPECIALTIES DISTRIBUTORS

LSO is focused on building and leveraging the advantages of a regional shipping model to provide custom shipping solutions and more direct routes for clients in Texas and the southern geographical region. The company offers a reliable, efficient, regional delivery solution to every address in Texas and Oklahoma, as well as to most major cities in Louisiana, Arkansas, Tennessee and Alabama. This large footprint allows MSD to address a broader pool of customers with a more personalized service.

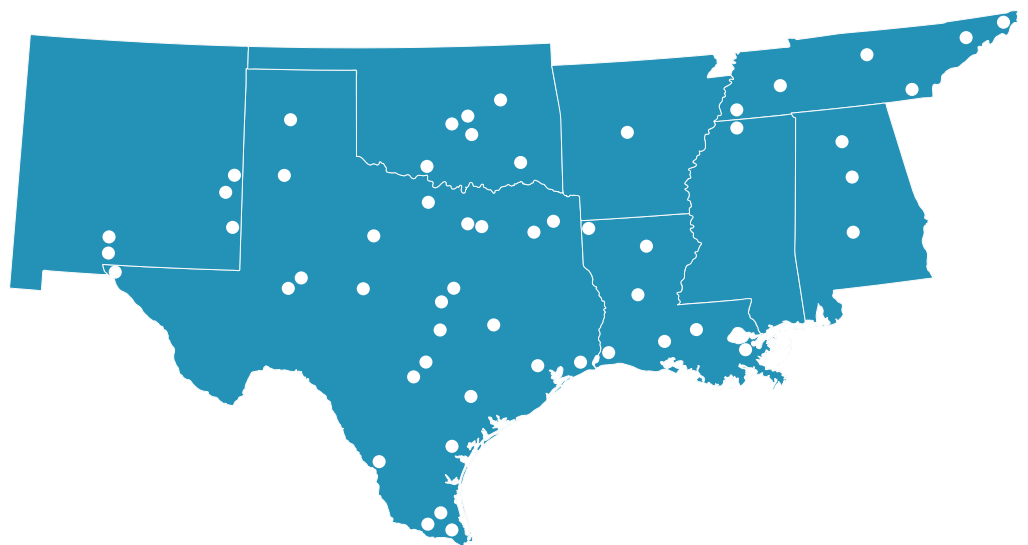
**“MSD can rely on LSO to deliver our products over-the-threshold, providing a better overall customer experience.”**

LSO provides stellar services for shipping documents, standard parcels and express overnight deliveries, but also for shipping high-value, sensitive materials such as medical devices and medical supplies. Such packages often require additional shipping care and instructions, and may have more severe patient health consequences if not delivered on time and intact. While global carriers may offer special shipping care and instructions, the geographical footprint, pickup/delivery times and customization options are often limited for its customers.

LSO not only provides customizable pickup/delivery options and over-the-threshold delivery, but also is able to provide dedicated staff to clients with special needs such as with medical devices and supplies. Maryann Stoddard is pleased to have Carolyn LaRoe as her dedicated Account Manager. **“If I have a broader delivery problem,”** Stoddard said, **“I can work with Carolyn to provide a solution for both of us - she goes above and beyond.”**

For MSD, a key advantage of choosing LSO as their partner is the regional carrier’s willingness and ability to deliver over the threshold to MSD’s customers. Medical devices and products left at a front door or a porch may be subject to weather exposure, theft or delays. Instead, LSO will take packages into a facility or home, translating into a more complete solution and a better overall experience for MSD’s customers.

### LSO –SHIPPING AREA



## RESULTS – DELIVERY OVER THE THRESHOLD

Partnering with LSO in February 2015 was easy for MSD. LSO worked directly with MSD's Logistics, Customer Service and IT teams to ensure a smooth transition with clear communication from the start. The setup process included less than a day of custom programming to allow simple communication between MSD's and LSO's computer systems, including verifying shipping addresses and matching up shipping notices and web forms between the two company systems.

Given the nature of MSD's high-value and often sensitive products, having LSO deliver over the threshold has made a big impact on customer satisfaction. Products may also be too bulky or too heavy for many patients and caregivers. LSO carriers take the time to carefully follow custom shipping instructions, even to carry products inside a facility or home and place them in a convenient location. **"MSD can rely on LSO to deliver our products over-the-threshold,"** Stoddard commented, **"providing our customers a better overall customer experience."**

MSD's First Touch Resolution policy requires a shipping partner as dedicated as they are to achieving a stellar customer experience. **"Getting answers quickly is critical to First Touch Resolution," Stoddard said. "We have exceptional response times with LSO."** LSO assigns a dedicated point of contact for MSD, allowing a true partnership to flourish as corresponding teams become familiar and build a personal relationship.

LSO provides a simplified network for regional shipping for MSD, which allows packages to be delivered earlier in the day with higher service levels from point-to-point. LSO drivers are flexible, friendly and responsive, matching the key elements of MSD's brand to their customers. Importantly, LSO scores at the top of the list of regional carriers for MSD, with the lowest complaints for damages, delays, delivery errors or lost shipments. Global carriers struggle to provide such dedicated services to every geography, while a regional carrier such as LSO has built its entire business toward this goal.

### LSO BENEFITS TO MEDICAL SPECIALTIES DISTRIBUTORS:

- **Over the threshold delivery** – LSO carries deliveries into facilities and homes, avoiding issues of weather exposure or theft from leaving at front door.
- **High-touch service** – LSO assigns dedicated account managers, ensuring high visibility into shipping issues, rapid response times and a personal touch.
- **On time delivery** – LSO boasts industry leading on time delivery rates, driven by proactive, conscientious team members.
- **Safe delivery** – LSO has among the lowest complaints from MSD's clients, including damages, delays, delivery errors or lost shipments.
- **Competitive rates** – LSO has built an efficient, regional shipping business that reduces costs and improves service.