

Delivering Hope.

Saving Precious Time and Providing Peace of Mind

Wright Medical Group N.V. is a global medical device company focused on extremities and biologics. It delivers innovative, value-added solutions that improve quality of life for patients worldwide. Wright Medical Group is a recognized leader of surgical solutions for the upper extremities (shoulder, elbow, wrist and hand), lower extremities (foot and ankle) and biologics markets, three of the fastest growing segments in orthopaedics.

Wright's orthopaedic innovation provides hope every day for patients to take back their active lifestyle and live pain-free again.

Challenge

Wright Medical Group N.V. is a growing company with products experiencing gains of 20 percent or more year over year. However, its medical device distribution center was experiencing poor communications concerning the transportation and logistics of shipments to the sterilizer. Therefore, Wright began to experience transportation challenges in the growing industry market. In 2001, Wright completed a successful initial public offering of stock on the NASDAQ stock exchange that doubled its market share. However, with this increase in share came an increased demand, which consequently backed up the company's transportation supply. If Wright's transportation capacity was unavailable to deliver to the sterilizer, the \$4–5 million value in product would get tied up at a single location, becoming a bottleneck of transportation.



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Solution

Wright was already using FedEx Custom Critical White Glove Services® for its biologic products. This pre-existing relationship helped Wright become aware of FedEx Custom Critical Surface Expedite Exclusive-Use® service. With its excellent capacity and availability, efficiency and competitive prices, Wright was able to find a solution to all its medical devices distribution challenges. “It was an easy decision to work with FedEx Custom Critical,” said Eddie Drenner, Director of Transportation at Wright Medical. “Because of the reliability of the FedEx Custom Critical fleet, the cost-effectiveness as well as quick and quality services, we were able to significantly reduce shipment times.”

Shortening the turnaround transit time by four days allowed Wright to free up a significant amount of makeup shipping time as well as save tens of thousands of dollars from the sterilizer in overnight, extra load and processing fees. If transportation was not available, it would have cost Wright Medical hundreds of dollars per night, with potential additional Saturday processing fees. The constant availability and reliability of the FedEx Custom Critical drivers has saved Wright Medical tens of thousands of dollars in avoiding those fees.



By using the FedEx Custom Critical Surface Expedite service, Wright is able to process a week's worth of inventory in only three days. The process starts at night when Wright sends out the shipment. It arrives at the sterilizer the next day and is released the following morning. Then, it only takes eight hours for the shipment to be back at the dock.



SAVED WRIGHT MEDICAL
TENS OF THOUSANDS
IN SPECIAL SHIPPING FEES

INCREASED AVAILABILITY
OF VITAL PRODUCTS TO
8,000
SURGERIES
PER MONTH



Results and Benefits

The benefits of this new relationship were substantial: lead time went down, inventory improved, sterilizer fees were minimal or non-existent, and transportation time to and from the sterilizer was significantly reduced, thus increasing revenue.

After working with FedEx Custom Critical to deliver products to and from the sterilizer, Wright Medical has saved tens of thousands of dollars in overnight, weekend and processing fees, and has freed up a significant amount of time to cover the time the load would have been out. But most importantly, Wright Medical was able to have its products available in 8,000 surgeries each month by working with FedEx Custom Critical.

By focusing on what it does well, FedEx Custom Critical gave Wright Medical the time and the peace of mind necessary to provide care to those who are most important — the end patient.



Support the health of your patients

When your products require temperature-control, enhanced monitoring and security, count on FedEx Custom Critical® Temperature-Controlled services. On the ground or in the air, you have a range of solutions that support your regulatory compliance with a quality management system. Your specific product requirements shape our customized solutions. For more information, please contact your FedEx Custom Critical account manager, go to customcritical.fedex.com or call **1.800.762.3787**.