



# Heightening visibility for one-of-a-kind biomaterials

This company is a leader in regenerative biologics, processing and distributing musculoskeletal materials that include bones, cartilage, tendons, ligaments and skin from human donors to patients around the world.

## More peace of mind, less uncertainty

The company treats donor grafts as irreplaceable "gifts" and maintains a moral obligation to keep each donor's family informed of any issues that may deem the donation to be unusable. That's why it's so critical to ensure that dry-ice shipments of human tissue such as tendons or skin grafts be delivered to the recipient in under 96 hours.

To raise the level of assurance and visibility for these time-critical, temperature-sensitive materials to both the healthcare provider that irradiates the grafts and to end users at hospitals and surgery centers, the company began utilizing FedEx Priority Alert™ in 2006. With FedEx Priority Alert, the company has an assigned global service team that provides around-the-clock support, advanced monitoring and personalized notification of all shipment progress and exceptions.

In the event that any risks or delays hamper a shipment, a global service analyst enables customized recovery procedures to help ensure the shipments arrive on time and intact. For example, FedEx can intercept a package at any ramp or hub, load the material onto a vehicle and expedite it to the final destination.



"FedEx Priority Alert enables our team to be much more proactive with our customers. If a shipment is delayed for whatever reason, we get more accurate information and have a better idea of the exact delivery time so that we can give a heads up to the customer and allow them to plan accordingly."

*Distribution official for  
biologics company*

"FedEx Priority Alert enables our team to be much more proactive with our customers," said one of the company's customer service and distribution officials. She explained that before FedEx Priority Alert, the company would email the FedEx tracking number to each recipient, and it was the customer who would alert her group if a shipment didn't arrive.

Now, she and her team receive an email of all FedEx Priority Alert shipments each morning so that they know exactly where each one is and when it will be delivered. They also receive summaries throughout the day, including a final delivery notice for all packages.

"If a shipment is delayed for whatever reason, we get more accurate information and have a better idea of the exact delivery time so that we can give a heads up to the customer and allow them to plan accordingly," added the distribution official. "Nothing ever falls through the cracks with our assigned FedEx Priority Alert team. If we have any questions, they know the answer."

## Additional priorities

Another added bonus with FedEx Priority Alert is that the company's dry-ice shipments receive priority boarding on FedEx aircraft. And because the customer's facility is in close proximity to the FedEx Express ramp, the company also enjoys later pickup times — which has helped enhance customer satisfaction.

The positive experience with FedEx Priority Alert is just one reason why the company considers FedEx as a valued ally.

"In choosing a transportation provider, we considered the level of service, visibility to shipments, tracking capabilities and real-time information available for our customer service team. FedEx won on all counts," commented a senior marketing official with the company. "Now, switching providers is not even a consideration for us. The overall professionalism, timely deliveries and relationships that the FedEx drivers have with our customers have all been paramount to our success."

Added the distribution official: "We view FedEx as an extension of our customer service team. They help us make sure that we maximize each donor's gift."



### The assurance you need when it matters most

Why worry about monitoring the progress of your high-value, time-critical or temperature-sensitive shipments to ensure they reach their destinations on time and intact? With FedEx Priority Alert, we'll do it for you. For all the details, go to [fedex.com/healthcare](https://fedex.com/healthcare).

**FedEx. Solutions That Matter.®**