



GEHE Pharma Handel GmbH



SUPPLY CHAIN OPTIMIZATION IN PHARMACEUTICAL WHOLESALE

THE CLIENT

GEHE safeguards the health care of people with medicines and services.

As a pharmaceutical wholesaler, GEHE delivers daily via 18 branches nationwide approximately 6,500 pharmacies with 128,000 types of medicines and pharmacy-specific goods.

GEHE has one of the the most efficient distribution networks and guarantees that all aspects of modern pharmaceutical safety are covered.

Where same-day deliveries are the exception in online trading, GEHE offers pharmacies same day delivery nationwide throughout Germany - since 1835.

In case of an emergency, GEHE is able to supply the requested medicine in 2 hours to the ordering pharmacy.

THE CHALLENGE

GEHE's logistics are exposed to extreme pressure in terms of time and quality. Any delay or wrong delivery of a vital medicine could seriously endanger the health of a sick person.

The special care required for prescription drugs and especially those subject to the strict narcotics law must be observed without exception.

Every complaint, no matter how small, regarding damaged packaging, incomplete contents or missing goods requires a detailed inventory. A result of the cause of the error is often only available after days and binds manpower hours.

As a general rule, any damaged medication packaging must be replaced, as there is no documentation of who caused the damage, when, where and why.



Time saving through speedy processing of complaints



Reduction of personnel costs

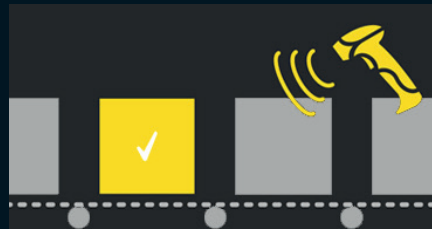


Integration to existing scanner system



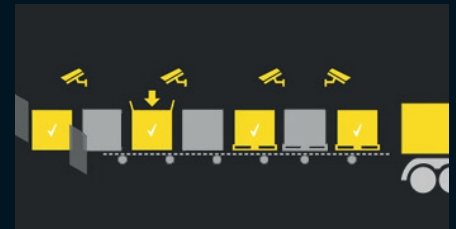
Barcode interface

Linking of the barcode with the court usable video recording.



Automatic video recording

At each scanner location automatically records video images.



Seamless video documentation

From loading to shipping - documentation of the supply chain.

THE CUSTOMERS' REQUIREMENTS

GEHE would like to see significant time and cost savings with regard to the processing of complaints, as well as clear visual evidence with the appropriate metadata in order to quickly identify the sources of causes and clarify possible liability claims beyond doubt.

Employees' personal rights and privacy must be protected at all times.

THE GEUTEBRÜCK INDIVIDUAL SOLUTION

Through integration with the already existing scanner system, the various stations of the order commissioning are visually documented by fixed cameras. By using the consignment number, the respective video footage can be retrieved at any time and even be used as evidence in court.

Videos of all loading stations through to dispatch can be retrieved via the barcode and examined for faulty or missing items. This operation can be executed directly or at a later stage.

Videos of all loading stations through to shipping can be retrieved via the barcode and checked for missing or defective items. This operation can be performed immediately or at a later date.



THOMAS MERKLE

Project Manager GEHE Pharma Handel GmbH:

"As a result, we have increased the transparency and efficiency of our workflows and reduced the costs associated with, e.g., complaints and their handling considerably.

We are indeed very satisfied with Geutebrück."

THE BENEFITS

- Prompt verification of the quality of delivery (break, completeness, contamination)
- Seamless image documentation of the order and container flow
- Increased customer satisfaction due to clearly traceable procedures
- Time savings through faster processing of reclamation requests
- Rapid clarification of liability issues through picture proof
- Considerable reduction of courtesy supplies
- More efficiency in the investigation of faults and their causes
- Employees' personal rights and privacy are safeguarded in accordance with the GDPR
- Securing investments due to the option of expansion and linking the system to other locations, if required also in other countries

SOFTWARE

HARDWARE

SERVICES
SUPPORT

Geutebrück offers everything from a single source.

Protection of personal rights and privacy in accordance with GDPR:
The cameras are positioned and aligned so that only the contents of the transport containers are recorded.

Employees are not captured by the cameras.