

Logista
PHARMA

COMPREHENSIVE MANAGEMENT OF PROMOTIONAL MATERIAL



Management of Promotional Material

Logista Pharma, a **pharmaceutical distributor that specialises** in hospitals and pharmacies, offers its customers the widest range of specialised services to meet all their distribution needs for pharmaceutical and healthcare products. This range of specialised services include the **management of promotional material**.

Pharmaceutical laboratories use promotional material to boost their sales, launch novelties or carry out information campaigns for the pharmacies, developing **POS materials** to increase their products' visibility: displays, stoppers, woblers, etc.

Promotional material is the main work tool for **sales reps** in the pharmacy and **medical visitors**: catalogues, studies, literature and branded gadgets are among the most widely used.

It is common to hold or attend **conferences** and **courses** that bring together professionals from each speciality and which serve as a forum to promote their products.

In all cases, good logistics management of these materials is essential to ensure the correct implementation of the materials as needed.

Facilities for the management of promotional material

At Logista Pharma we have a **specific warehouse** that manages promotional material. These facilities are part of the logistics complex that Logista has in **Dosbarrios**.

This strategically located warehouse that can hold **over 15.000 pallets**, It has its own 24-hour surveillance service, CCTV and staff who specialise in both operations and management.

Material is distributed from the Dosbarrios centre to a **variety of recipients**: sales reps, hospitals, pharmacies, patients, etc.



Features of promotional material management

At Logista Pharma we manage the promotional material's information with the same systems that are used for finished pharmaceutical products. This allows us to offer our customers:

- **Online stock inventories** by unit and by location.
 - **Online track and trace** service that allows you to view the real-time status of an order in the warehouse and during shipping.
 - Online downloads of content **delivery notes** and PODs.
 - Possibility of managing the material, including **expiry dates**. (Prevents outdated materials)
 - Option to store product samples at **15-25 °C**.
 - Monthly **rotation reports** on items to reduce inventory.
 - **Batch management** if the customer/material requires it.
 - **Full traceability** of each item, from addition to stock to the product's final destination.
 - **Addition to stock** of actual units received, preventing stock inaccuracies due to tolerances in printing material.
 - Supplier **delivery note management**. Physical and digital file-keeping.
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- Distribution by **sales cycles**.
 - **Preparation and deliveries to Conferences**: specific labelling according to the conference requirements and delivery on day, time and to stand.
 - **Pre-handling**: handling of kits, conference bags, batches of materials, etc.
 - **Advice** for the people responsible for the promotional material (usually marketing departments).

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Web tool

We also have a web tool that offers customers a variety of **online functionalities** for internal management:

- **Item master**, including logistical data and images of all items, source materials and the composition of those that have already been handled
- **Information about orders, stock, recipient databases**, which can be exported to Excel for ease of use.
- **Delivery information** for each order with a direct link to the shipping website and proof of delivery.
- **Password-protected system** to allow the laboratory to control the users with access to the information.
- **Bulk order recording functionality**. You simply select the recipients from the database and the number of units to send and the system is capable of replicating the orders to all selected recipients.
- **Option of bulk recipient uploads**.

Key Performance Indicators

At Logista Pharma we have a **complete service measurement system**. This system allows us to analyse:

- Production
- Orders received vs orders prepared
- Lines received vs lines prepared
- Units received vs units prepared
- Delivery reports to end customers:
- Individual analysis of transport incidents
- Individual analysis of incidents and recommended improvements based on their cause
- Inventory management
- Receipt of goods

All of this information enables continuous improvements to deliveries and efficient stock management and it is presented on a monthly basis at meetings arranged with the customer.

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Rotation reports

In addition to the monthly analysis of KPIs, we provide our customers with a **rotation report on promotional merchandise**. This report covers all items that have not been moved during the last six months of operations, providing the customer with full visibility of materials that could be destroyed, fully **optimising** the **management of their live stock**.

Recording and maintenance services

For laboratories where it is needed, we can take care of any promotional management processes that the customer requires, including receiving and recording orders on behalf of the end customer or the laboratory.



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