RHENUS HIGH TECH

RHENUS HIGH TECH

HOW MANUFACTURERS OF MEDICAL TECHNOLOGY PRODUCTS CAN EXPERIENCE LONG-TERM GROWTH THROUGH HIGH-QUALITY LOGISTICS

whitepaper

Providers of medical technology products face two major challenges: they have to demonstrate the benefits of their newly developed machines in order to stand out from the crowd in a competitive world and also have reliable and high-quality technical and logistical solutions so that their machines are professionally assembled, installed and connected at their intended place of use. Technical specialists are required for this, but they are becoming increasingly scarce due to the shortage of skilled workers. Rhenus High Tech provides assistance here and can close this gap by using its own resources.

Manufacturers of medical technology devices are increasingly focusing on optimising and streamlining the handling procedures for their products so that they achieve further improvements or simplifications in everyday medical situations. However, that is not enough. It is not just a question of supplying devices like MRT units, laboratory equipment or microscopes on time, but also ensuring that they can be utilised immediately at their final point of use, because hospitals and doctors also face the pressure of rising costs.

THE SHORTAGE OF SKILLED WORKERS IS HINDERING GROWTH

Many manufacturers of medical devices are still using their highly skilled technical employees to customise the devices themselves before deliveries are made and personally perform all the assembly work at clinics or doctors' practices. They install the device themselves and hand it over when it is ready for use. This results in a shortage of technicians in other fields such as servicing and maintenance for the equipment and this means that customer loyalty to the manufacturer suffers. This approach ties up personnel resources and is very costly.

What is absolutely clear is that the challenges of finding suitable and qualified employees are increasing all the time. The Association of German Chambers of Commerce and Industry recently published an article with the following headline: "The shortage of skilled workers is hindering economic growth" and reported that more than half of all companies are currently not even able to fill job vacancies on a temporary basis. The article states that this proportion has been significantly compounded even further in comparison with the situation prior to the Covid-19 pandemic.[1]

The German Federal Ministry for Economic Affairs and Climate Action even states that more than 50 percent of the companies view the shortage of skilled workers as the greatest threat to their business development.[2] The demographic trend with the increasing aging of the population is the major reason for this situation and it is likely to continue to intensify in future.

An increase of up to 45 percent in the proportion of people aged 67 and over among all workers aged between 20 and 67 by 2034

352 of 801 occupational groups are currently confronted by shortages of skilled workers

55 percent of companies already view the shortage of skilled workers as a serious risk

[3]

1 Cf. DIHK, "Mangel an Fachkräften bremst wirtschaftliches Wachstum", at: https://www.dihk.de/de/themen-und-positionen/fachkraefte/beschaeftigung/fachkraeftereport-2021/mangel-an-fachkraeften-bremst-wirtschaftliches-wachstum-61632 (accessed on 3 March 2022)
2 Cf. BMWI, "Fachkräfte für Deutschland", at: https://www.bmwi.de/Redaktion/DE/Dossier/fachkraeftesicherung.html (accessed on 3 March 2022)
3 Cf. BMWI, "Fachkräfte für Deutschland", at the same place (accessed on 3 March 2022)

TEN BENEFITS PROVIDED BY PARTNERING WITH RHENUS HIGH TECH

What can manufacturers or specialist dealers do to maintain their position in the increasingly competitive health tech sector and use their existing personnel so that they create the maximum amount of added value? One crucial factor, which can create tangible relief for their own resources, involves cooperating with a logistics partner such as Rhenus High Tech, which specialises in the medical sector and provides last mile deliveries with technical services. What are the specific advantages created by this?

1. CONCENTRATION ON YOUR CORE BUSINESS:

Manufacturers have special development and production skills and can enhance both fields by transferring the last mile deliveries to logistics specialists. Rhenus High Tech has plenty of sector knowledge, but also its own assets, technical centres and specialist personnel so that manufacturers can focus on their core business.

2. RELIEF FOR IN-HOUSE TECHNICIANS:

The services provided by Rhenus High Tech as a value-added logistics specialist even include handing over equipment and instructing the customer at the unit's point of use. The specialist logistics company utilises trained technicians to connect functional components and perform procedural tests. There is therefore no need or a reduced need for the manufacturers' technicians to be on site when the equipment is installed. Rhenus High Tech also operates its own technical centres.

3. MORE FLEXIBLE ADAPTATION TO FLUCTUATIONS IN VOLUMES:

Seasonal fluctuations, but also unexpected crises such as Covid-19 and market developments like shortages of raw materials and supply chain problems cause major challenges for many manufacturers. Rhenus High Tech is able to rapidly scale its operations and therefore cushion any volatility. It also reduces any dependence on the need to purchase cargo space in the market.

4. SIMPLIFYING WORKING PROCEDURES THROUGH EXTENSIVE SERVICES:

There are very good reasons why Rhenus High Tech describes itself as a value-added logistics specialist. Alongside traditional transport and assembly operations, its range of services also includes preconfiguration, installation, recycling and disposing of old equipment and packaging. Functional tests, refilling consumables, deleting patient date after use, disinfection, maintenance and minor repairs, processing and reselling units are additional services that are provided within its demo pool management operations.

5. GREATER FLEXIBILITY:

Manufacturers, which handle the warehousing and installation of their devices themselves, are bound by their existing capacities. If their personnel are temporarily not available because of sickness, for example, or if their own warehouse is full, the supply chain runs into problems. Rhenus High Tech ensures that the processes run smoothly and no backlogs occur.

6. COST SAVINGS:

Manufacturers, which operate their own warehouses and vehicle fleets, and use their own specialist personnel, create significant fixed costs – which remain constant even during periods where order volumes are lower. Rhenus High Tech operates multi-user facilities and can therefore offer its services with variable costs.

7. FASTER GROWTH POTENTIAL:

Manufacturers of medical devices often have business activities in several countries. Rhenus High Tech, including its subsidiary MTS - Medical Transport Service, is represented in many European countries and has certified mechanics and electricians at its disposal. In addition, Rhenus High Tech is a co-shareholder in TENESO, the largest international high-tech transport company in Europe. This means that scalability is available.

8. A SPECIAL MODERN FLEET – GEARED TOWARDS HEAVY AND SENSITIVE EQUIPMENT:

Special vehicles are used to guarantee that no damage occurs in transit. Rhenus High Tech's special fleet has safety elements such as alarm systems and GPS. In addition to trucks with a box body, but where it is still possible to open the top to load or unload them by crane, the special fleet includes trucks with side doors that can be opened for side loading. All the vehicles are also equipped with air suspension, padded cargo space and a hydraulic tail lift able to cope with payloads weighing up to three tonnes.

9. PROFESSIONAL EQUIPMENT:

Both standardised and product-specific tools are required to professionally transport and assemble medical technology devices. They range from various types of electric stair climbers to heavy-duty rollers and lifting mechanisms, floor and transport panels as well as transport tools and even special tools for specifically assembling and dismantling the devices. The company also uses patented “Bobby pallets”, which are suitable for efficiently moving items such as endoscopy and ultrasound machines on rollers so that they do not suffer any damage.

10. CENTRAL PROJECT COORDINATION WITH ONE CONTACT PARTNER:

Rhenus High Tech offers its customers one central project coordinator and they can send all their questions and wishes to him or her. This minimises the effort required to coordinate matters and ensures transparency on both sides.

Are you looking for a logistics partner for your medical technology devices or would you like to discover more about the range of product services provided by Rhenus High Tech without any obligation? Do get in touch with us!

Rhenus High Tech GmbH
Hans-Böckler-Straße 7 | 64521 Gross-Gerau
Germany

Please contact us for more information!

You can find more information about our services for the medical sector here:
rhenus.group/medical-device-logistics
rhenus.group/demo-equipment