

**NO TIME FOR PATIENCE WITH YOUR PATIENTS!**



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A little over a year ago, LifeConEx launched one of its innovative product offerings: LifeCUBE. The aim was to provide an integrated all-inclusive logistics solution designed for ultra-sensitive biologicals, pharmaceuticals and clinical trial materials across pre-determined, pre-qualified trade lanes. I invite you to take a trip through the real world of a biopharmaceutical shipper, and experience some of the complexities awaiting them should they have to manage their logistics processes themselves.

## TUESDAY, 3:34 PM

You are a Product Manager at a fast growing biopharmaceutical company located in the United States. Your blackberry rings, and it is your colleague in Germany. She needs to place an emergency order for a product to be shipped to their facility. This product is a highly temperature sensitive, anti-protease inhibitor designed to treat Human Immunodeficiency Virus (HIV), Hepatitis A virus, and a number of canine, bovine, and rabies viruses. The medication itself is essentially irreplaceable. You start to feel the pressure as you know you have no room for error. Why the pressure? She needs to receive the inhibitors on Friday. In addition - their facility closes at 3:30 PM!

Your mind begins to take you through a typical set of human reactions when faced with a situation such as this: why did this have to happen to me right now? It's nearly the middle of the week, couldn't they have placed the order yesterday- don't they forecast for this? What shipping system am I going to use on such short notice? They provided us plenty of advanced notification last time and we still had problems with customs holds? I wish we had an in-house logistics manager to take care of this like we used to, but now it's somehow my responsibility!

## TUESDAY, 4:45 PM

You are running out of options. Your quality team demands that you use separate shipping systems for the order going to Frankfurt. Rather than loading all products into one cool container, they recommend mitigating the risk and shipping in a number of smaller shipping systems. You are frantically looking for solutions when you remember seeing something from LifeConEx regarding some type of integrated packaging service. You call them and are asked a series of questions concerning your product profiles. Within 10 minutes, you are assured that a detailed process will be developed incorporating your product specifications in concert with pre-conditioned packaging which will be positioned at your door by 10:00 AM the following morning.

## TUESDAY, 4:55 PM

A half smile begins to form on your face, but some part of you still believes that this is simply too good to be true. Skepticism sets in. "So you're telling me that 6 containers will be here tomorrow morning and all I have to do is to take off the lid and put my products inside, then I close the lid?" Yes. "The driver will wait for me while I do this and then take the products to the airport for shipping?" Absolutely. "I'm going to receive in-transit temperature notifications along the way?" Yes, as indicated in the SOP.

## WEDNESDAY, 8:00 AM

The next morning you awake in a cold sweat, and open your blackberry before brushing your teeth. Reassured, you see several communications from LifeConEx. The containers will be at your loading dock at approximately 10:00 AM. They will reach Germany by Thursday afternoon and are scheduled for delivery on Friday morning. You brush your teeth.

The containers arrive pre-conditioned and on-time. You have them placed inside your cold chamber for product loading. You place your product in each container and close the lid. The truck driver then has you sign a form and takes each container away. Throughout the trip on Wednesday and Thursday you receive temperature recordings at every touch point. Each of the containers hovers in the +4 to +4.5 °C temperature range. Your product calls for +2 to +8 °C. You are pleased that everything is going according to plan.

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## FRIDAY, 7:30 AM

You awake on to the sound of your Blackberry. You are pleased to see +49 at the beginning of the number and to hear a familiar German accent. It is early afternoon in Germany and your colleague just wanted to advise you that she had received all 6 containers earlier in the day and that she had already emptied them and stored the products appropriately within their facility. The truck driver waited while she unloaded them and then took the containers away. A sense of calm washes over you, followed by a smile-- You did it.

At LifeConEx, we have made it our duty to intervene in these types of instances. We have seen the frequency of this type of situation increase over the years and someone needed to address it. Particularly at the biotech firms, biopharmaceutical professionals are being asked to possess logistics expertise that is often far outside of their core competences.



LifeCUBE is in place to reduce those complexities and to promote simplicity and reliability in the cold chain. We thought to ourselves, "Why don't we integrate all portions of cold chain services: Positioning pre-conditioned packaging systems with data logger management and in-transit temperature read-outs, trucking arrangement, expedited shipping, customs clearance, delivery, and container return – all within one price." We knew the client wanted to avoid receiving multiple invoices for the prior mentioned logistics activities and preferred everything to be bundled, and took the opportunity to provide this necessary solution.

LifeCUBE combines the services of LifeConEx lead cold chain solutions development and process management, the speed and agility of DHL SameDay and the robustness of qualified LifeConEx approved packaging systems. The unique container we offer to our clients provides the security and protection they seek for their products. Since launching this service, we have had to expand our reach due to our client's demands to penetrate more exotic and difficult locations. We have now offered this service across 15 different global trade lanes, and have yet to experience any temperature deviations.

In 2011, we expanded LifeCUBE to include service out of Europe and to include deep frozen and controlled room temperature ranges. In an industry that is becoming increasingly complex due to increased regulations and cost constraints, the simplicity of LifeCUBE comes at just the right time. At LifeConEx, we are always looking for better ways to connect people with life.

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## GORDON JOHNSON HEAD OF STRATEGIC INNOVATION, LifeConEx



Recently, Gordon Johnson was challenged to spearhead the creation of the Strategic Innovation Unit within LifeConEx to further develop the company in areas of strategy, innovation, business intelligence, marketing, product development and project management.

Beginning his career in the logistics industry in 2004, Johnson developed an interest in the biopharmaceutical industry. He was selected by DHL Danzas Air & Ocean (now DHL Global Forwarding) to join a small group of individuals to drive the formation of a joint venture with Lufthansa Cargo specializing in the logistics process management of biopharmaceutical products. As the Director of Business Development & Implementation at LifeConEx, Johnson

led the successful implementation of over 200 global trade lanes transporting over 5 billion dollars of biopharmaceutical product.

Johnson earned his degree in molecular biology and biotechnology from Florida Atlantic University in 2003. He and his wife currently reside in Hollywood, Florida. He holds a first degree black belt in Tae Kwon Do and enjoys reading, cooking and traveling.

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## ABOUT LifeConEx

*LifeConEx offers peace of mind as the only industry-specific, end-to-end cold chain management solutions provider for the life science industry worldwide. With oversight of the entire global landscape, LifeConEx designs and orchestrates the shipment process end-to-end proactively and reactively, assuring the integrity of your product's desired condition. You will experience shorter cycle times, a reduction in temperature excursions, and far fewer damages than typically experienced by shippers. LifeConEx it & Live your Life.*

*LifeConEx is supply chain party neutral (airlines, forwarders, truckers, packaging, and technology).*

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