

# From Clinical to Commercial: Shipping Success for a Blockbuster Speciality Drug

How a pharmaceutical manufacturer trusted World Courier for time- and temperature-sensitive shipments throughout the product lifecycle.



## The Customer

With a 150-year history, this leading pharmaceutical innovator has a well-established portfolio of traditional medicines and a growing portfolio of high value speciality products. As life expectancy continues to rise, they focus on preventing, alleviating and treating diseases that affect the growing population. To preserve confidentiality, the company is referred to here as “Manufacturer X”.

## The Challenge

Manufacturer X approached World Courier during the launch of a speciality pharmaceutical product, a treatment for a chronic disease with a large patient population. The launch was originally initiated with a classic freight forwarder, although the successful rollout was being compromised by a series of temperature deviations that occurred on intercontinental lanes. The criteria of acceptability for temperature deviations outside the specified 2-8°C range were limited; meaning the integrity of this injectable product would be compromised if temperature control was not maintained.

As the batches were high in value, there was considerable financial loss connected to these failures as well as significant impact to the drug’s speed to market. This in

turn could affect Manufacturer X’s perception amongst customers and, most importantly, delay patient access to the life changing medicine.

The shipment volumes were also significant on the basis that the finished pharmaceutical product required transportation from the contract manufacturer to wholesale distributors in the various markets. The situation was further complicated by the complex customs requirements and the focus of authorities throughout the launch of the novel treatment.

## The Solution

World Courier has a long-standing relationship with Manufacturer X, although our primary points of contact had traditionally been with the clinical trial supply teams. It was those clinical contacts who, on hearing about the challenges encountered by their commercial counterparts, suggested they engage with World Courier who had successfully maintained the product’s integrity throughout its development.

World Courier performed a risk assessment to determine the root cause of the existing failures and implemented a solution to mitigate the associated risks.

World Courier’s extensive global network of offices were utilised to implement a robust and flexible solution. Based on requirements, World Courier introduced its own passive thermal containers, which were immediately qualified by the manufacturer. Once qualified, the suggested passive temperature-controlled packaging was conditioned and supplied from an office located within close proximity of the manufacturing site, following uplift the consignments travelled along pre-determined routes where storage was available to maintain temperature control while clearance was pending. The lengthy clearance times previously experienced were also reduced by utilising the expertise of World Courier’s imports associates to ensure all the paperwork was in place and accurate prior to the collection of each consignment – effective utilisation of the “OK-to-Send” process.

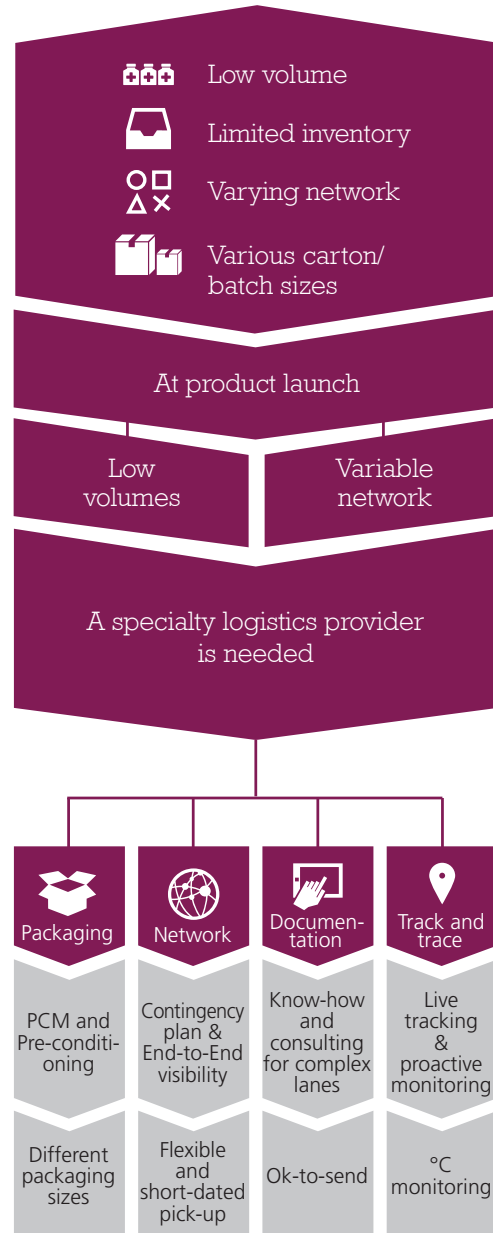
### The Outcome

World Courier were initially selected to support selected “high risk” lanes, although the number of lanes soon increased as World Courier became the partner of choice for this speciality drug blockbuster products and continues as its primary distributor outside of Europe.

### The Next Steps

As the partnership continues to grow, Manufacturer X is in the process of validating World Courier’s proprietary, bulk temperature controlled shipping solution Cocoon and expect to reduce costs by approximately 12% with the introduction of this solution.

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Product launch for a high-value drug:  
The role of the specialist logistics provider