

PUTTING 'CARE' BACK IN HEALTHCARE

Transforming Supply Chain
Management



ReliePharma's Critical Supply Chain Distribution

ReliePharma, a leader in the pharmaceutical wholesale industry, plays a critical role in the supply chain by providing a wide range of pharmaceutical products to healthcare providers, including pharmacies, clinics, hospitals, and nursing homes across Canada. With a portfolio that includes both branded and generic drugs, as well as specialty and over-the-counter products, ReliePharma is committed to ensuring that healthcare providers have access to the medications they need.

As ReliePharma expanded, the manual processes used to manage orders, inventory, and vendor relationships became increasingly cumbersome and prone to errors. The existing system lacked the automation and integration needed to efficiently track orders from inception to delivery, manage inventory levels, and ensure compliance with regulatory requirements.



Challenges a Complex Order and Inventory Processes

As the company grew, it faced challenges in managing its complex order and inventory processes, which were critical for maintaining compliance with Health Canada's stringent requirements. To streamline operations and enhance efficiency, ReliePharma sought to implement a comprehensive Salesforce-based Order Management system.

The need for a digital solution that could centralize data, automate order processing, and provide a transparent audit trail became evident. ReliePharma required a robust platform that could handle the complexities of pharmaceutical distribution while also being scalable to support future growth..

A Custom Salesforce Order Management System

ReliePharma partnered with DTC Force to design and implement a Salesforce-based Order Management system to address these challenges.

- This solution was tailored to meet the pharmaceutical industry's specific needs, including the ability to track orders, manage inventory, and comply with Health Canada's audit requirements.
- The system enabled users to create and manage accounts and contacts, log orders, and generate purchase orders tied to specific vendors.
- Custom fields were developed to capture essential data such as product LOT numbers and expiry dates, ensuring that all inventory was tracked accurately.
- The integration of activity tracking and workflow automation further streamlined operations, allowing for real-time updates and notifications throughout the order process.





Ensuring Compliance and Operational Efficiency

A critical component of the Salesforce implementation was the creation of a Field Audit Trail, which ensured that all changes to critical data fields were tracked and stored in compliance with regulatory requirements. This feature provided ReliePharma with a transparent and auditable record of all transactions, essential for maintaining compliance with Health Canada's stringent regulations.

Additionally, the system's ability to automate the creation and management of purchase orders, coupled with real-time tracking of inventory levels, significantly improved operational efficiency. The new system reduced manual errors, streamlined communication with vendors, and allowed for better forecasting and inventory management.



Driving Growth Through Digital Transformation

The successful implementation of the Salesforce Order Management system by DTC Force has empowered ReliePharma to manage its complex operations more effectively. By centralizing data, automating key processes, and ensuring compliance with regulatory standards, ReliePharma is now better equipped to support its expanding network of healthcare providers.

The digital transformation not only resolved existing operational challenges but also positioned the company for future growth, enabling ReliePharma to continue its mission of providing essential pharmaceutical products to healthcare providers across Canada with greater efficiency as well as reliability,, and positioned for continued growth in the pharmaceutical distribution industry.

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