

**YOUR BUSINESS.  
YOUR SOLUTION.**

## **FutureMed Cares For Patients Health with On Time Deliveries**



**Company Name:**

**FutureMed Health  
Care Products L.P.**

**Location:**

**Concord, ON**

**Industry Sector:**

**Medical/Health**

### **Company Profile:**

FutureMed Health Care Products distributes more than 5,400 consumable products such as incontinence products, wound care, gloves, as well as a full private label product line to more than 815 long term care facilities, physicians and dental offices in Canada. Since 1985, the company has seen revenues grow from 9.8 million dollars to more than 105 million dollars in 2006.

### **Business Situation:**

With new products, expanded geographic locations and a growing client base, FutureMed needed to ensure its packages were delivered reliably to customers who needed to keep disposable items like incontinence products, wound care and gloves stocked on their shelves.

### **Solution:**

By working with Purolator, Canada's largest courier company, FutureMed has the right combination of geographic reach, flexible pick up and delivery times, as well as the reliability of a professional delivery service required to meet customer needs in an emergency.

### **Benefits:**

- By delivering products when customers need them, FutureMed continues to exceed customers' expectations.
- Knowing customer deliveries arrive on time coast to coast within one to two business days gives FutureMed peace of mind.
- Purolator and FutureMed work together to ensure every new product is packed for safe transport, while keeping costs down.
- FutureMed's business expansion to include doctors and dental offices means smaller packages leaving the warehouse every day. Purolator easily scales to handle this new customer base at a competitive price.

### **Summary**

Since its launch in 1985 from Raymond Stone's home, FutureMed Health Care Products has grown to become Canada's leading distributor of medical supplies and furniture, serving its customers out of modern warehousing facilities in Ontario, Alberta and British Columbia. FutureMed has a singular focus: provide customers with top quality service and products. With Purolator being able to handle distribution everywhere in Canada, FutureMed has never lost a major customer.

### **Company Profile**

In 1985, FutureMed President Raymond Stone launched his company from his basement with a vision to provide Canada's long term care facilities with top quality products and service. He saw a gap in the market for a reliable medical products distributor and started providing consumable products such as incontinence products, wound care products and other disposable nursing supplies for customers such as nursing homes.

Four months later, the business outgrew his basement. A new 5,000 square foot facility gave FutureMed the space it needed to stock a growing inventory and manage expanding business.

Since those early days, the constants at FutureMed have been growth and a laser focus on its customers.

"As customers require more products or new services, we get it for them," says Errol Seef, Director of Operations. "Since day one, Raymond said that the customer is always right. If it's in our power, we will do whatever the customer needs, and when we commit to it, we will get it done no matter what."



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This singular focus on customer service has paid off. Since its inception, FutureMed has never lost a major customer. It also landed FutureMed Financial Post's list of Canada's 50 Best Managed Companies and Profit Magazines' list of Canada's 100 Fastest Growing Companies.

"We are focused on satisfying the needs of the healthcare market," says Seef. "We pride ourselves on being able to respond quickly to our customer's demands and that means bringing on new and innovative products quickly for our customers."

**"Purolator gives us the dependability and reliability we need for our customers. That gives us peace of mind," says Seef.**

Today, FutureMed distributes more than 5,400 stock keeping units (SKUs) of products, including its own private label line of consumable nursing supplies under the brand name Disposamed. It also carries a line of specialized furniture and equipment items including patient beds, resident room furniture, medical and diagnostic equipment.

The result has been constant growth. Revenues skyrocketed from 9.8 million dollars in 1986 to more than 105 million dollars last year. In the past six years, the company has recorded a 44 per cent increase in sales, compounded annually, and has opened warehouses in Alberta and British Columbia to support customers in Western Canada.

## Challenges & Solutions

Since its inception, the company has experienced tremendous growth in the number of products sold, revenues and customers, which now include more than 815 long term care facilities across Canada.

With business growth, the company needs to continue to provide the same high quality service and products that it did when it was launched.

"We are constantly looking at new opportunities to support our customers," says Seef. "If makes sense to us, we will do it."

## Delivering Dependability for Customers

Strong relationships with customers and partners, coupled with an entrepreneurial style of doing business are the hallmarks of FutureMed.

"Every decision we make is based around what can we do for our customers, and how can we get it to them faster and easier. Every decision revolves around what would the customer want us to do," says Seef. "Our formula for success is very simple: Do what the customer wants and do it right."

That business philosophy extends to Purolator, which has been FutureMed's courier since Stone started sending shipments out of his basement. Purolator remains a constant in this success story.

FutureMed relies on Purolator to deliver shipments from all of the company's warehouses, including regional warehouses in Alberta and British Columbia, as well as the main Ontario distribution warehouse.

When an order is trusted to Purolator for delivery, FutureMed knows it will make it to the customer.

"Purolator gives us the dependability and reliability we need for our customers. That gives us peace of mind," says Seef. "We strive to always get it right: If the customer wants it tomorrow, the next day, one package or a truck load, we do everything we can to get it there."

## Always Stocked Up

Customers often use FutureMed as their warehouse for disposable supplies. Since many long term care facilities have little storage, making space for bulky items like incontinence products can be a challenge. They also can't afford to run out of these critical supplies as the health, comfort and safety of their residents are at stake.

If an order is placed by two pm eastern standard time, FutureMed will get it out the



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door that day with Purolator. To meet that commitment, FutureMed makes sure it always has stock on hand, which is why they have one of the best “in stock” rates in the industry, notes Seef.

FutureMed receives many special orders or urgent requests that can come in late in the day. They bend over backwards for customers. “If we can humanly do it, we do it,” says Seef.

To meet these stringent delivery commitments and ensure customers receive the stock they need, FutureMed knows that once the order is picked, packed and handed off to Purolator they don’t have any worries.

## Fragile New Equipment Packed Up Right

As part of its goal to be a one-stop source for supplies and products for long term care facilities, FutureMed wanted to offer customers a new line of equipment such as commodes, wheelchairs and thermometers. This required special packaging.

**After meeting with Purolator, they were able to get products boxed with cost-effective packaging that would reduce the potential for damage, without dramatically increasing shipping costs.**

“These items are more fragile and we needed help to ensure everything was packed properly,” says Seef. After meeting with Purolator, they were able to get products boxed with cost-effective packaging that would reduce the potential for damage, without dramatically increasing shipping costs.

“By talking with Purolator in advance, everything went smoothly,” says Seef. “We knew the packaging was acceptable and our shipments were protected.”

Ensuring products arrive in good condition keeps customers happy and continuing to order from FutureMed.

## Purolator Supports Business Growth

With the new equipment smoothly integrated into its operations, FutureMed expanded into the dental and physician market. These new customers would typically order smaller volumes than long term care facilities, which meant FutureMed had more customers in more locations ordering supplies.

“We knew this market would require smaller packages, and deliveries to more customers in different locations,” said Seef. “We worked with Purolator on the right strategy with this market so we wouldn’t price ourselves out of the market.”

The integration has been smooth and this new market has been growing rapidly for FutureMed. Purolator is delivering more than 105,000 packages a year for FutureMed, up from 55,000 in 2002. By leveraging Purolator’s network across the country, and its experience delivering to businesses of all sizes, FutureMed’s move into this new market has been seamless.

“We are sending packages to more delivery points now, and we’re not having any trouble with deliveries to that new market,” says Seef. “Working with Purolator has enabled us to profitably enter this new market with the same level of solid customer service we have always delivered.”

## Integrated Technology Speeds Sales and Distribution

In addition to adding new products and markets, FutureMed has continued to evolve its use of technology to support customers. When the company was founded, Stone created a specialized order, reporting and accounting system that was customized to the needs of his business.

Over the years, technology has evolved to allow greater reporting and integration. In the old days manifests were printed out and delivered to each department. Today, they press a button and both the warehouse and accounting get the same manifest. Integration



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between FutureMed's software and Purolator's Shipping System provides instantaneously uploads for package tracking numbers, which not only saves time but reduces potential errors, Seef explains.

The computerized ordering system also allows FutureMed to customize all orders to their specific needs, so if a customer needs a purchase order, a tag will appear, the customer service reps will then know to ask for it before processing the order.

**By leveraging Purolator's network across the country, and its experience delivering to businesses of all sizes, FutureMed's move into this new market has been seamless.**

FutureMed looked to the Internet to provide an additional portal for customer orders and reporting. FutureMed has launched an online ordering system that will allow customers greater control over purchases, as well as the capacity to track past orders, and print reports on order history.

"Online ordering is becoming very popular and gives customers greater control," says Seef. "With a few mouse clicks they can see their entire shipping history with FutureMed from past orders to the latest shipment delivered. It's about making it easy for them to do business with us.

## **Strong Partners Deliver Excellence and Peace of Mind**

Whether you are a customer or supplier, FutureMed views each relationship as an important partnership. That means constantly looking for ways of doing things better or offering new services that are needed.

"We've been dealing with Purolator since day one and we see this as an important partnership," says Seef. "We don't have to worry about our deliveries getting there, and we know we can talk openly with each other about our business needs."

The long standing relationship between the two companies hinges on working together and fixing small issues quickly. "I rarely get involved in any shipping issues because if something does arise, it is fixed before I even know about it. I rarely think of shipping because Purolator is doing it all for us. I don't have to think about it or worry about it."

When it comes to special customer requests, FutureMed representatives will talk with Purolator to find effective solutions. "We really work well with our Purolator partners," says Seef. "If we can get it there in an emergency, we will."

## **The Future**

With more than 20 years of growth behind them, FutureMed sees a future filled with further expansion of the business both in new products and expanded geographic representation.

The company is also looking into using Purolator for its growing "less than truckload" (LTL) requirements. "We are constantly talking with Purolator about how we can do things better and more efficiently for our customers," says Seef. "We see it as a partnership. It is one that works for FutureMed and Purolator. We both work hard to keep customers happy."



For more information about how Purolator can partner with your organization to exceed your customer's expectations, call a Purolator Representative today at **1-888-529-9777**



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