


# CASE STUDY

## BTX EASES THE PAIN OF DISTRIBUTION

**INDUSTRY**
- Life Science

**SERVICES**
- Reverse Logistics
- Custom Programming

## THE SITUATION

A leading provider of advanced orthopedic rehabilitation technology supports patients nationwide recovering from total knee and hip replacements, ACL repairs, joint manipulations, and other arthroscopic procedures.

By delivering in-home therapy devices directly to patients, the company enables recovery in the comfort and privacy of patients' homes, often reducing recovery time by up to 50% compared to traditional therapy models.

As demand accelerated nationwide, the organization needed a logistics infrastructure that could scale with its rapid growth while maintaining a high-touch patient experience.

## THE CHALLENGE

As the company grew and patient volume increased, meeting delivery demand became more difficult. Field clinicians were responsible for personally delivering and retrieving 65-pound rehabilitation devices from patients' homes nationwide.

This created several operational challenges:

- Clinicians were diverted from onboarding and patient care.
- Travel time reduced overall patient capacity.
- Manual processes slowed insurance verification.
- Expanding into new markets became difficult to manage.

Leadership recognized that logistics needed to transition from an internal burden to a strategic, centralized function supported by a national logistics partner.




# THE SOLUTION

BTX implemented a scalable, two-part solution to support both operational efficiency and patient experience:

**Nationwide Hub & Distribution Model**
BTX established a strategically positioned national distribution hub network with designated delivery teams responsible for all patient deliveries and recoveries. This created:

- Standardized processes
- Nationwide reach
- Consistent & reliable service

**Custom Logistics Technology Integration**
BTX developed a tailored mobile application aligned specifically with the client's operational workflow. The application:

- Used serialized equipment numbers as primary identifiers
- Provided real-time shipment visibility
- Improved communication between clinicians, patients, and teams
- Accelerated insurance verification and approvals

By integrating technology with a purpose-built delivery model, BTX transformed logistics from a growth constraint into a scalable infrastructure.

# THE RESULT

The partnership restructured the client's logistics model and removed delivery responsibilities from clinical staff, allowing them to focus entirely on patient onboarding and care.

The implementation of serialized tracking and real-time visibility improved operational control, reduced administrative friction, and accelerated insurance verification workflows.

With scalable infrastructure in place, weekly shipment volume increased from approximately **50 units to over 1,000 units**, supporting rapid national expansion without sacrificing service consistency.

Logistics transitioned from an internal bottleneck to a scalable operational advantage.