

CASE STUDY

Accenture and Medshare International

The Project

Accenture Helps MedShare International Improve Healthcare in Developing Countries via New Supply Chain Strategy.

The Opportunity

Since 1998 MedShare International has been collecting surplus medical supplies and equipment in the U.S. and distributing them to hospitals and medical facilities that serve the poor in economically developing countries. In 2006, MedShare shipped 77, 40-foot containers and supplied 103 medical teams with “carry on” medical supplies to countries around the world. MedShare’s robust supply chain network and IT infrastructure manages inventories of donated goods at the organization’s Atlanta distribution center and, via a Web-based application, enables needy hospitals around the world to place online “orders” for necessary supplies.

MedShare’s donor base is highly diverse, ranging from small doctors’ offices to medical supply distributors and manufacturers to hospitals of all sizes. While its work to date has been impressive, MedShare recognized it could help even more people around the world if it could tap into surplus supplies and equipment elsewhere in the United States and develop a new and comprehensive strategy to guide their efforts.

Accenture’s Pro Bono Investment

In 2006 Accenture agreed to work with MedShare, recognizing that its deep supply chain expertise could have an invaluable impact on the work being done by hospitals around the world to care for those in need. The goal of the initiative was to identify an approach to expand MedShare’s “footprint” of operations outside of the Atlanta area.

The Impact

A key element of the project was a strategic supply chain planning technology solution donated by LogicTools. This solution—combined with critical MedShare supply chain data and Accenture consulting expertise—enabled the project team to document and model MedShare’s existing supply chain; identify and determine the locations of additional new sources of medical equipment and supplies; model the “domestic network”; and recommend the operating concept for the new, expanded supply chain. The result of the project team’s efforts was a detailed strategy for expanding MedShare’s operations over the course of the next 5 to 6 years. With the new strategy in hand, MedShare initiated a capital campaign to help fund the build out of its facilities, and determined how and where to make its first steps out of Atlanta. As a result, the organization will be able to take giant strides toward gathering and distributing more products to more people and, thus, help save more lives around the world.

About the Client

MedShare International, a 501-(c)-3 nonprofit organization, provides vital medical supplies and equipment to economically developing countries by recycling unneeded surplus from U.S. manufacturers, distributors and healthcare systems. MedShare offers U.S. healthcare providers and suppliers an environmentally and socially responsible alternative to throwing away medical materials. Its homepage is www.medshare.org.

About the Company

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With 178,000 people in 49 countries, the company generated net revenues of US\$19.70 billion for the fiscal year ended Aug. 31, 2007. Its home page is www.accenture.com.



“Our goal is to reach more of the disadvantaged while ensuring we make the most-efficient use of donated supplies and funds from our increasing number of partners and sponsors. We needed a new strategy for our global supply chain in order to achieve that.”

-- A.B. Short, Co-founder and CEO of MedShare