

Chapter 5 – A Small Step for Logisalud, a Giant Leap for Health

By Richard Dioses

At Logisalud, we understand that growth is not just about moving more products, but about doing so with order, control, and a vision for the future. Today we stand at a decisive moment: moving from being a logistics operator to becoming a distributor, taking on direct invoicing and delivery under our own identity.

This leap involves migrating to a new system, but above all, it means strengthening critical processes so that the operation is not only larger but also more efficient and reliable.

1. More Agile and Secure Dispatch Processes

To distribute with excellence, the dispatch area must evolve from an operational model to an integrated and digitized one:

- Digital pre-dispatch: before the order leaves, all documentation (invoice, guide, certificates) is already uploaded into the system and validated.
- Real-time traceability: each batch and each invoice carry a unique code that allows tracking from the warehouse to the client.
- Double verification: the system enforces quantity, batch, and destination validations before releasing the load, reducing human errors.
- Digital proof of delivery: upon delivery, the client signs on a mobile device and the system instantly updates delivery and invoicing status.

In this way, dispatch stops being a bottleneck and becomes a point of trust.

2. What a Modern Distribution Should Have

A distributor is not just a truck with products: it is a service platform that must include:

- Planned geographic coverage: smart routes that reach more points at lower transport cost.
- Inventory control by batches and expiration dates: essential in pharmaceuticals to avoid health risks.
- Returns and claims management: clear protocols to handle damaged or expired products without losing traceability.
- Customer communication channels: digital access for pharmacies and hospitals to check orders, invoices, and delivery times.
- Regulatory compliance: aligned with health and tax legislation.

This ensures that the final customer not only receives a product but also an integrated and reliable service.

3. Salespeople as Growth Ambassadors

For distribution to reach more points, salespeople must transform into strategic advisors rather than simple order takers:

- Integrated CRM use: recording visits, orders, and opportunities in the system so that information flows seamlessly.
- Territorial vision: knowing the points of greatest demand, new potential clients, and gaps in coverage.
- Building trust relationships: offering not only the product but also security in delivery and strong post-sale support.
- System feedback: each salesperson interaction enriches the database, feeding demand forecasts and improving planning.

Thus, salespeople become the bridge between the system and the market, generating sustainable growth.

4. The Pillars the New System Must Have

The system that supports this migration cannot just be an administrative tool: it must be the backbone of distribution. Key features include:

- Total integration: connecting inventory, invoicing, dispatch, transport, and CRM into a single flow.
- Smart automation: expiration alerts, optimized routes, invoicing error blocks.
- Scalability: the ability to grow in volume without losing speed.
- Cloud access: real-time visibility for all teams (warehouse, transport, sales, management).
- Data analytics: dashboards with KPIs on efficiency, coverage, and customer satisfaction.

This system does not just digitize but orchestrates the entire distribution operation.

Conclusion: A Leap with Strong Foundations

Migrating from operator to distributor is a strategic step that requires strengthened processes, prepared salespeople, and a robust system. At Logisalud, we understand that growth is not just about expansion: it is about growing with control, traceability, and trust.

That is why we see this migration not as a technological challenge but as a transformation opportunity that will allow us to reach more clients, with more strength, and with the same commitment: connecting the dots to bring health and growth closer.