

How Tricella turned shipping challenges into growth opportunities on Shopify and with Target and Amazon



CLIENT PROFILE

Tricella, the inventor of a smart pillbox, helps drive patient therapeutic adherence.

THE SITUATION

Tricella, a digital health startup, needed to transition from its in-house fulfillment efforts in favor of a more efficient, scalable, and cost-effective solution.

THE SOLUTION

Rush Order's flexible fulfillment solutions.

THE RESULTS

- Dynamic Scaling
- Fulfillment Readiness
- Dramatic Cost Savings



Tricella is a digital health company that provides remote patient monitoring services to private medical practices. The company also has a consumer-facing business that markets smart pillboxes directly to consumers.

"Rush Order has already done what we were trying to do. Plus, they've worked with startups, so they can provide guidance to help startups preemptively protect themselves from making huge mistakes."

Daniel Weng, Co-Founder and CEO at Tricella

THE SITUATION

Tricella's overarching goal is to drive therapeutic adherence in patients. It accomplishes its goal using a proprietary seven-day smart pillbox and accompanying mobile app.

On the direct-to-consumer (D2C) side of its business, Tricella targets individuals seeking to manage their daily medication. What makes the pillbox smart are the sensors embedded in each pill drawer that detect which dose was missed. If a patient forgets to take a pill, the monitoring platform will notify a family member or someone in the patient's intimate social network. That person can then provide informed support to the individual.

On the business-to-business (B2B) side of its business, Tricella markets the same pillbox to physician practices seeking to monitor their patients' prescription adherence and maintain continuity between office visits. Patients get the pillbox, and the practices get access to a dashboard that enables remote monitoring of pillbox usage.

Ten years ago, when Tricella was in its early startup phase, the company shipped its pillboxes in-house. That wasn't the best use of the founders' time.

"Shipping in-house caused us to use up nearly all of our bandwidth," said Daniel Weng, co-founder and CEO at Tricella. "It took at least a day and a half each week to handle shipments. But as a startup, we needed to focus all our resources on engineering and marketing to further business development. But if I and the engineers on staff spent a day and a half trying to ship units, less time is available to focus on our ability to scale the business."

With shipping as a central pain point, Daniel sought a solution that would allow Tricella to ramp up production and quickly scale B2B fulfillment to physician practices as well as D2C through Amazon and other major retail channels. That search led him to Rush Order.



THE SOLUTION

To work through Tricella's shipping challenges, the Rush Order team stepped in with its extensive expertise in handling inventory, shipping, and scaling for high-tech hardware products. First, the team focused on shoring up Tricella's B2C fulfillment processes. To do this, the team integrated Rush Order's platform with Tricella's Shopify website.

Next, the Rush Order team focused on Tricella's relationship with Target. It was an opportunity that was too big to get wrong.

"We were fortunate enough to work with Target as our major launch partner," shared Daniel. "So, when we got the first purchase order from Target, we knew that managing an account that huge was going to be more

than our internal team could handle. There were a lot of nuances to consider, including packaging and labeling requirements. But, because Rush Order was familiar with those requirements, we were comfortable letting them handle fulfillment."

Shortly after establishing a firm connection with Target, Amazon reached out to Tricella to become a direct Amazon vendor. In that arrangement, Amazon purchases inventory directly from Tricella. To accommodate the large retail chain, Rush Order integrated its proprietary electronic data interchange (EDI) platform with Amazon's systems. As a result, Tricella could easily receive purchase orders and send pillboxes directly to the appropriate Amazon distribution centers.

THE RESULTS

The partnership between Rush Order and Tricella yielded impressive results, highlighting the importance of logistics and fulfillment collaboration.

Dynamic Scaling:

With Rush Order's flexible fulfillment solutions in place, Tricella was able to quickly scale its business across any sales channel it found traction in, a critical need of any startup that will inevitably have to pivot as it grows.

Fulfillment Readiness:

Good Morning America featured Tricella's pillbox one morning, requiring Tricella to fulfill thousands of orders within three days of the order being placed. To accommodate the show, Rush Order performed the necessary integration with the show's order platform and efficiently handled each order ahead of schedule.

Efficient Allocation of Resources:

"Many founders think that shipping products themselves will save money," said Daniel. "They couldn't be more wrong. That's because there are many hidden costs involved. Working with Rush Order, we were able to re-allocate resources to improve efficiency and work on the core of our business."

TRICELLA'S PARTNERSHIP WITH RUSH ORDER

The partnership between Tricella and Rush Order exemplifies the power of a robust logistics strategy in driving growth, customer satisfaction, and overall success for a startup in the competitive world of high-tech hardware products.