

## Freya's journey to healing

# Delivering hope with 'white glove' service for high-value gene therapy



World Courier championed hope by ensuring the safe and timely delivery of an advanced, high-value gene therapy for Freya\*, a young patient diagnosed with an ultra-rare inherited genetic disease.

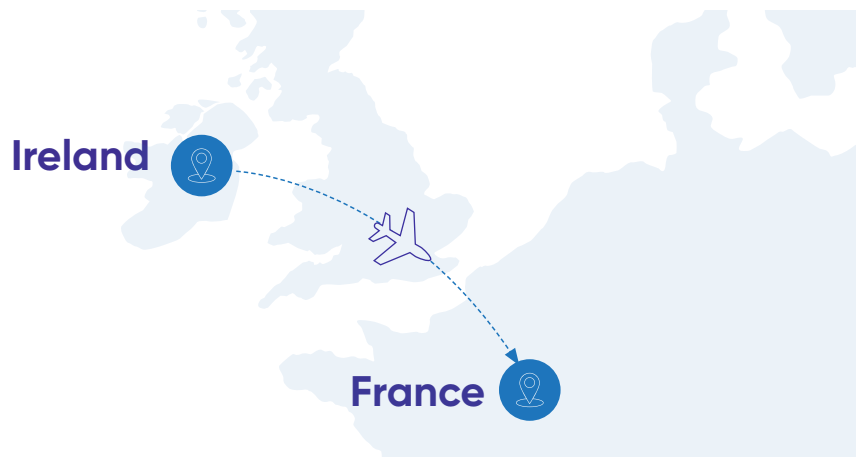
## The situation

### What are exceptional circumstances in the drug approval process?

Exceptional circumstances mean a new medicine is approved even though not all tests are done. This usually happens when the disease is very rare or it is not ethical to do certain tests.

**Freya, a young patient diagnosed with a severe inherited disease, was anxiously awaiting life-changing treatment.** The disease, which affects the nervous system, can lead to symptoms such as developmental delays and weak muscle tone. The ray of hope for this condition was a new extremely high-value orphan drug – a rare gene therapy medicine produced by a multinational pharmaceutical organization with a mission to help those with rare diseases.

The therapy, authorized under **'exceptional circumstances'** due to the disease's rarity, was a high-value shipment that needed to be delivered from Ireland to a hospital in France. This posed significant challenges due to the unique nature of the cargo and the distance involved. Recognizing our expertise in managing complex logistics and our successful track record of executing numerous high-value shipments, the client entrusted World Courier to ensure this precious cargo reached its destination safely and on time.



## The solution



**Our approach begins with rigorous preparation. We orchestrated a rehearsal delivery to validate all processes before going live.** This mock delivery included dry runs mirroring live shipments while actively monitoring real-time location and temperature throughout the entirety of the journey, and testing of other procedures throughout the journey.

**Key to this plan was our bespoke 'white glove' service, driven by a dedicated Customer Success Project Manager and Customer Relations Executive.** They ensured continuous communication with the client before, during, and post-delivery with live monitoring and round-the-clock visibility. Armed with can-do attitudes and a passion to improve patient access, these managers worked relentlessly towards making miracles happen.

Requiring to be transported at deep frozen temperatures, the shipment was made with dry ice using the client's choice of shipper that was seamlessly integrated into our network. This high-tech shipper features real-time location monitoring, live temperature monitoring both internally and externally, and early temperature deviation warnings. Our Madrid-based control tower played a pivotal role here – receiving data in real-time to provide round-the-clock monitoring to the shipment and the ability to promptly intervene to potential deviations.

Despite meticulous planning, we faced unexpected obstacles – the original scheduled flight to carry this precious shipment was cancelled last minute. Alternative flights were also unable to accept shipments with dry ice for safety reasons. But thanks to our robust contingency strategy, the client was quickly alerted, and we implemented plan B without delay. Adequate buffer time was factored in for the shipment to be loaded onto the next suitable flight and still reach the destination within the required time for the therapy to still be effective.

**While we hope for the best, we always plan for the worst.** A backup product was kept waiting in the wings – ready to be dispatched at a moment's notice should all or part of the shipment be rendered unusable due to uncontrollable external circumstances. Fortunately, in this scenario, that was not necessary.

**Working with a professionally certified Customer Success Project Manager (CSPM), you will experience a best-in-class solution that ensures flawless delivery for your highly complex projects, including:**

- Late-phase CGTs and approved therapies
- High-value critical shipments
- Multi-stakeholder commercial launches

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## The outcome

The patient was prepped for immediate surgery. Upon receipt of the product at the hospital in France, it was administered to the patient and a successful surgery was carried out.

Freya is doing well post-surgery; her brother too awaits similar treatment in the future, hoping for similar success and the opportunity to lead a normal life.

This experience underscores World Courier's commitment to patients but also highlights how meticulous planning, constant communication, innovative solutions are key factors in overcoming unexpected events during high-stakes deliveries.

**More than just being reactive during deviation events, we pride ourselves on comprehensive contingency planning – always having primary, secondary, and tertiary options ready at hand because issues must never come as surprises when lives are at stake.**

For peace of mind delivering your advanced therapies to patients, [contact us](#) today.

\*To protect patient privacy, all identifying details have been changed. Visual portrayals of patients are stock images.



# cencora

World Courier

**World Courier is a leading global distribution logistics company offering innovative, customized, and scalable product transport and distribution services.**

With temperature-control packaging, monitoring technology, and over 50 years of experience, our highly experienced team can help you navigate the logistic complexities of your next project.

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