

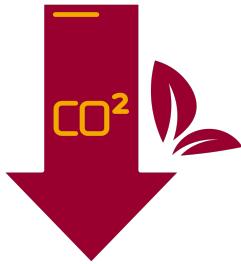


OMG CASE STUDY SERIES

How Duly Health Saved 750k by Optimizing Courier Operations

SUMMARY

A leading healthcare network struggled with courier inefficiencies that risked patient care. Lost specimens, mixed client deliveries, and inconsistent oversight drove up costs and created compliance risks. OMG stepped in as a strategic partner, introducing a digital chain of custody, optimized routing, and user education. The result: zero lost specimens, smarter use of resources, lower costs, and higher satisfaction across the organization.



147 METRIC TONS
CO₂ REDUCED



\$750K ANNUAL
SAVINGS



247K MILES
ELIMINATED



INDUSTRY: HEALTHCARE

LOCATION: CHICAGO

SERVICE:  UbiMILE™

Duly Health partnered with OMG to modernize its courier network, reduce costs, and improve specimen handling. Through route optimization, a digital chain of custody, and end-user engagement, OMG delivered \$750K in annual savings, stronger compliance, and faster patient care turnaround.

CHALLENGES

Duly Health managed a complex courier network moving lab specimens, instruments, and mail across multiple sites. Rising costs, inconsistent oversight, and service overlap made the system inefficient. Couriers intermingled mail from other clients, creating potential HIPAA compliance risks. Lost specimens led to redraws, delayed results, and higher operational strain.



The courier process lacked visibility, accountability, and cost control.

SOLUTION

Courier Network Optimization

OMG performed a full courier route analysis to uncover inefficiencies and align routes with facility schedules and specimen cutoff times.

Digital Chain of Custody

Implemented an electronic tracking system for all specimens, instruments, and critical materials to ensure accountability and prevent loss in transit.

User Education & Process Awareness

Launched an organization-wide training and communication campaign to help end users choose the right courier service and reduce unnecessary on-demand requests.

RESULTS

Significantly reduced dependence on on-demand courier services resulting in \$500,000.

Optimized scheduled courier routes to capture \$250,000 annual savings.

Improved compliance and service levels while driving on greater cost-efficiency.

Electronic chain of custody reduced patient redraws by safeguarding specimens during transport.

CLIENT IMPACT

These changes allowed Duly Health to cut costs without compromising patient care. The improved visibility and accountability in courier operations eliminated lost specimens, shortened turnaround times, and strengthened HIPAA compliance. End users reported faster, more reliable service across departments.

WHAT'S NEXT

OMG continues to support Duly Health with data reviews, courier route audits, and process updates to sustain efficiency gains and identify new savings opportunities.



See how OMG can streamline your operations at omgservices.com.