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University of Applied Sciences of Eastern Switzerland



Consulting Project China Management
Design for Swisslog (Shanghai) Co., Ltd.

Hospital logistics automation in China – Analysis of Process, Products and Promotion

Logistics automation improves patient safety and efficiency in hospitals all around the globe. However, the needs of each market differ significantly. This is especially true for a unique market like China. This project aimed to provide another perspective of the current challenges for Swisslog Shanghai.

Swisslog (Shanghai) Co., Ltd.

Swisslog is a subsidiary of the German robotic company KUKA, which is part of the Chinese Midea Group. Swisslog is subdivided into the two divisions of healthcare solutions and logistics automation systems. Together both divisions employ more than 2,700 people worldwide. This project was conducted for the healthcare division with a focus on the distribution of medications inside Chinese hospitals.

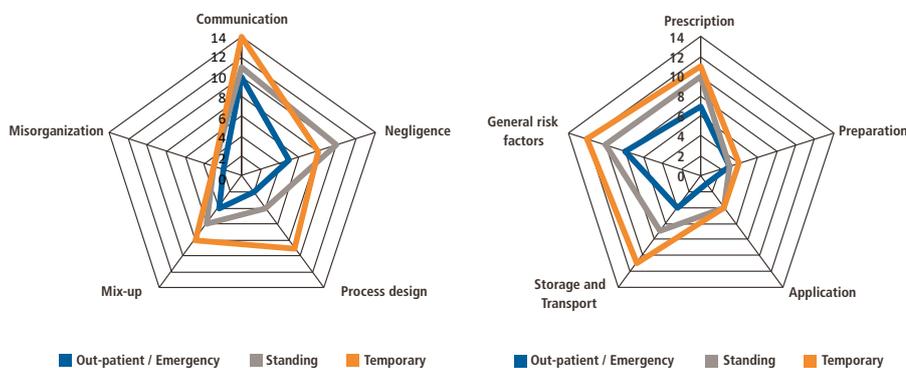
Proceeding

Firstly, specific market requirements were determined and research in China was planned. In China, the team performed an in-depth investigation of the hospital processes in a leading Chinese hospital. Based on the findings, a process evaluation method was developed and applied to the hospital's processes in order to show where potential improvements could be achieved. The analysis of the product portfolio and the promotion concept led to the developing of an integrated solution for the challenges of the Chinese healthcare market.

Results

The project team developed an integrated set of recommendations to specifically address the identified interdependent obstacles in the market. This aims to transform Swisslog into the role of a trusted advisor that can cover all the needs regarding automating the medication distribution in hospitals. Therefore, a new consulting approach was developed in order to open up more sales opportunities (see illustration below). New products were suggested in order to close gaps that were identified in the current product portfolio. The promotion concept was enriched with recommendations about how to increase awareness about Swisslog's products and strengths. As the promotion concept is mainly based on the finding that Swisslog's current Chinese online presence is insufficient, the project team created a first video for Swisslog China in order to address this.

www.fhsg.ch/praxisprojekte



Consolidated risk evaluation for the Ruijin hospital's medication distribution processes
Source: own illustration

CHINA (JCSP) CONSULTING PROJECT Market Research & Management Design 2018

Project Team (f.i.t.r.)

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Client

Swisslog (Shanghai) Co., Ltd., Shanghai

Stefan Hasenfratz, Executive Vice President Healthcare Solutions Asia

www.swisslog.com



The student team was able to handle the challenging circumstances in the Chinese market professionally. The results of this project exceeded my expectations and I am looking forward to see how the fruits of these new seeds will develop during our future market development in China.

FHS coach

Prof. Andreas Löhner



SHU coach

Dr. Heidi Hui Yan



It was amazing how deep the students analysed medication logistic processes and relevant automation solutions in a Chinese hospital. They derived valuable conclusions. Based on this, they showed Swisslog's realistic additional and new business opportunities. Once more: A great experience with this Sino-Swiss student project.