

CSCRL FALL FORUM

SUPPLY CHAIN ECONOMICS AND YOUR BOTTOM LINE
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ABSTRACT

"PRODUCT ALLOCATION IN A CONSTRAINED SUPPLY ENVIRONMENT"

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B. BRAUN NORTH AMERICA

B. Braun Medical Inc. is a leader in infusion therapy, pain management technology and support services. The company's mission is to protect and improve people's health in North America and around the world. After 180 years of existence, B. Braun is privately held and managed in the sixth generation by their CEO, Anna Maria Braun.

B. Braun is only one of three major manufacturers of IV solutions in the United States. In recent years, product shortages – exacerbated by the COVID-19 pandemic – have impacted the healthcare market in the US. The B. Braun supply chain team has developed over several years specific methods to allocate product to its distributors and end customers. Some have become industry standard per the Health Industry Distributors Association (HIDA) whitepaper "Allocations: Best Practices For Conserving Medical Supplies During Shortages".

Together with several members of his demand and supply planning teams, B. Braun's Corporate Vice President of Supply Chain Management, Heiko Aschenbrenner, will present an overview of B. Braun's core business and how the company has dealt with shortages by applying their allocation process, ethical considerations, and impacts to the bottom line.