

Medzoomer Breaks Barriers To Growth With Last Mile Optimization

Rx Delivery and Healthcare Services

Medzoomer Prioritizes Scalability

In its early days, Medzoomer relied on manual route planning and consumer navigation tools like Google Maps. The manual processes were slow and prone to error, leading to inefficient routes, longer delivery times and higher operational costs. This also created unnecessary driving distances between deliveries, leading to higher costs for customers, as deliveries that exceed a 10 mile driving distance incur an additional fee.

As the company grew, these processes limited its ability to scale effectively, straining capacity to handle rising delivery volumes. Medzoomer was under pressure to demonstrate it could scale from hundreds of daily deliveries to thousands—without compromising cost efficiency or service quality.

From Manual Processes To Last Mile Optimization

To meet the demands of larger enterprise clients and achieve sustainable growth, Medzoomer needed a flexible last mile route optimization solution. By switching from manual, time-consuming processes to Route4Me's constraint-based optimization engine, the company was able to create optimized routes in minutes and dispatch them instantly to drivers. This allowed Medzoomer to offer later cut-off times while still meeting three-hour delivery windows, freeing up valuable time for its delivery team.

Tailored Optimization Boosts Efficiency And Meets Patient Needs

With route optimization, Medzoomer reduced longer distance deliveries and cut planning inefficiencies. Route4Me's flexible solution adapted to the needs of the company's enterprise clients, such as meeting a three-hour window for independent pharmacies or a six-hour window for larger partners.

Route4Me's API integration streamlined the entire process from order entry to delivery, with destinations imported directly from orders and optimized routes automatically dispatched to Medzoomer's mobile app. This seamless system allowed the company to scale operations, manage higher delivery volumes, and meet the needs of enterprise partners while maintaining top-notch customer service.

- ✓ Scaled operations from 5,000 to 20,000 deliveries daily, opening paths for unlimited growth
- ✓ More than 25% reduction in deliveries over 10 miles, lowering customer costs
- ✓ Higher delivery volumes per driver, boosting driver pay and satisfaction
- ✓ Significant cost savings for Medzoomer from dramatically reduced planning time

“

We needed to automate our routing to scale. Route4Me quickly provided an optimization solution that worked perfectly.

Marvin Kloss, CEO at Medzoomer



“

We knew we couldn't scale with manual routing. Discovering Route4Me was a game changer for us.

Marvin Kloss, CEO at Medzoomer



Lower Costs For Customers, Higher Pay for Drivers

With Route4Me, Medzoomer immediately reduced longer distance deliveries by over 25%, cutting travel time and lowering costs for clients, as most delivery stops are now less than 10 miles apart. In some cases, longer routes dropped by 40-50%, allowing the company to pass significant savings to their customers.

Drivers boosted their earnings by doubling their delivery rate, from three or four per hour to six. This 100% improvement increased driver compensation as they are paid by delivery. This was key to the business, where driver loyalty and retention are tied to higher earnings, allowing them to rapidly increase their driver fleet to manage the surge in deliveries.

About Medzoomer

Medzoomer is a same-day prescription delivery platform that provides patients with convenient, timely access to their medications, improving outcomes and reducing healthcare costs. Founded in 2019, the company partners with pharmacies and healthcare systems to streamline their delivery operations. Medzoomer customers save over \$5,000 per month on average compared to in-house couriers and drive an 18% increase in new revenue. Customers also gain access to the company's consumer base, providing a cost-effective marketing solution.

Medzoomer Eyes Continued Growth

Medzoomer scaled from hundreds to thousands of daily deliveries with the help of the Route4Me platform, handling over 20,000 orders a day without added strain. Efficiency gains have made them more competitive, allowing them to tailor delivery solutions for partners like UnitedHealth and Albertsons, secure new contracts and expand services.

Medzoomer now dominates the same-day prescription delivery market. Backed by a strong foundation and Route4Me's ongoing support, the company leads the market in innovation and customer satisfaction and is poised for continued nationwide expansion and growth.

“

With Route4Me, we can easily handle large enterprise demands, like a six-hour delivery window within a 75-mile radius

Marvin Kloss, CEO at Medzoomer

