

Amazon Partnership: Opening a New Fulfillment Channel for MedTech Customers

THE SITUATION

MedTech customers — hospitals, surgical centers, and healthcare providers — were operating with procurement models that increasingly prioritized speed and convenience. J&J's existing direct distribution model had limitations in reach and fulfillment speed for certain product categories and customer segments. A new channel was needed without compromising the compliance requirements of a regulated medical device supply chain.

WHAT WE DID

Established a new fulfillment partnership with Amazon to create an additional ordering and delivery channel for MedTech customers. Navigated the contractual, compliance, and operational requirements of integrating a large retail fulfillment partner into a regulated medical device supply chain. Aligned internal stakeholders across commercial, legal, and supply chain functions.

OUTCOME

Created a new product ordering avenue for MedTech customers, expanding access and fulfillment options while maintaining regulatory compliance for the segment.