

CASE STUDY

Healthcare Services Provider – Strategic Inventory Excellence with Hala

Client: Healthcare Services Provider – National Unified Procurement Company

Sector: Government Health Logistics & Pharmaceutical Distribution

Facility: Hala Jeddah Warehouse

Scope: Inbound pharmaceutical logistics, advanced inventory processing

The Challenge

Healthcare Services Provider, the Kingdom's centralised public health logistics agency, needed a partner that could meet — and ideally exceed — demanding performance standards across inbound receiving, accuracy, and compliance for highly regulated pharmaceutical inventory.



CASE STUDY

Hala's Strategic Response

- Integrated WMS platform with Healthcare Services Provider's audit framework
- Real-time receiving accuracy tracking + digital dashboards
- Advanced training to align warehouse teams with public health KPIs
- Continuous data-driven process improvements in inventory handling
- Seamless compliance with SFDA pharma-grade protocols



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KPI Performance vs Targets (YTD 2024 vs YTD 2025)

KPI Metric	Target KPI	Actual 2025 YTD	Achievement
Receiving Accuracy	96.5%	97.52%	Exceeded target
Damage Reporting Accuracy	97.0%	98.51%	Exceeded target
Expiry Documentation Accuracy	98.0%	100.00%	Exceeded target
Temperature Report Accuracy	98.0%	100.00%	Perfect performance
Barcode Receiving Compliance	96.0%	99.56%	Exceeded target
Average Receiving Time	≤2.0 days	1.80 days	Met target (with additional audit checks in place)

6 out of 6 metrics exceeded or fully met, driving consistent inbound excellence and regulatory confidence.

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Key Proof Points

- Zero failure rates across all compliance-sensitive tracking categories
- Digital-first receiving process = **traceability, speed & accuracy**
- Enabled transparent inventory flow across **national medical sites**
- Supports Vision 2030 through world-class public health logistics
- Delivers confidence to Healthcare Services Provider in handling critical stock across KSA

Strategic Value

This case highlights Hala's DNA in action: by decoding operational bottlenecks, aligning with Healthcare Services Provider's strict KPIs, and transforming compliance needs into performance wins, we delivered **real value** to Saudi Arabia's most mission-critical healthcare supply chain.



THE RESULT

“

Working with Hala gave us the
confidence to scale
— their **systems, discipline,** and
strategic focus turned what
used to be logistics
into real performance.

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