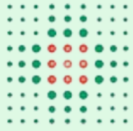


Case Study

PROFITER X HOSPITAL SUPPLY HUB



SERVIZIO SANITARIO REGIONALE
EMILIA-ROMAGNA
Area Vasta Emilia Nord



-17%
AVERAGE STOCK



-12%
STOCKOUTS

AND THE ELIMINATION OF UNPLANNED ORDERS

The **consortium of six Health Authorities** within the Emilia Romagna Region, responsible for supplying hospitals with. Here are some figures:

- **5,800** hospital beds
- **90** nursing homes
- **2** university hospital groups
- **€650M** in annual turnover

Since 2022, it has chosen Profiter to **improve resource management and standardize the healthcare offering to enhance quality standards**. Achieving a positive impact on service levels, reducing costs, improving stock turnover, and, eventually, optimizing space management.



MARCO ROSSI
ICT Manager of the
Centralized Logistics Unit
for Area Vasta Emilia Nord



By centralizing logistics, embracing innovation, and digitizing management processes, we have launched an AI-based project to enhance the procurement and distribution of medical devices and pharmaceuticals for hospitals and nursing homes.



THE ORGANIZATION

Area Vasta Emilia Nord (AVEN) is a consortium of six healthcare organizations operating across the Emilia Romagna region, covering the provinces of Piacenza, Parma, Reggio Emilia, and Modena.



AVEN's mission is to **drive regional collaboration by fostering synergies, resource sharing, and standardizing healthcare services** to meet the highest quality standards, in alignment with regional guidelines.

The AVEN central warehouse



The central warehouse, established by AVEN, serves hospitals with a total of 5,800 beds, 90 nursing homes, and 2 university hospital groups, covering a population of nearly 2 million people with an annual budget of approximately €650 million.

The warehouse handles procurement and distribution for over 15,000 different pharmaceutical and medical products, supporting all AVEN-affiliated facilities.

A STATE-OF-THE-ART CENTRALIZED WAREHOUSE

Spanning 5,000 square meters and standing 12 meters tall, the AVEN warehouse is equipped with 11 loading bays (5 for receiving and 6 for dispatching goods), all designed **according to advanced logistics standards used in both Italian and European operations.**

Inside the warehouse, different zones are allocated for:

- receiving supplies
- storage
(including refrigerated units, hazardous material bunkers, and narcotics)
- picking
- dispatch
- as well as quarantine areas.



The picking zone features automated “goods-to-person” systems that minimize the manpower required for this activity.

To further optimize resources, inventory and picking are managed based on packaging types (individual units, multiples, or full packaging), and **the “pick to light” system reduces order preparation time.**

The entire logistics process is radio-frequency-controlled, eliminating the need for paper.

ARTIFICIAL INTELLIGENCE TO OPTIMIZE PROCUREMENT AND DISTRIBUTION

In this highly innovative environment, a **new project** has been developed in collaboration with the startup Profitier to implement an **AI-powered inventory management and replenishment system for pharmaceuticals.**



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Your advanced
pharmaceutical AI



The main goal is to **streamline medicine distribution** across all facilities, virtually **eliminating stockouts** (product shortages) caused by inefficient restocking.

The project relies on **five years' worth of data from AVEN-affiliated facilities**, which has been collected and standardized.

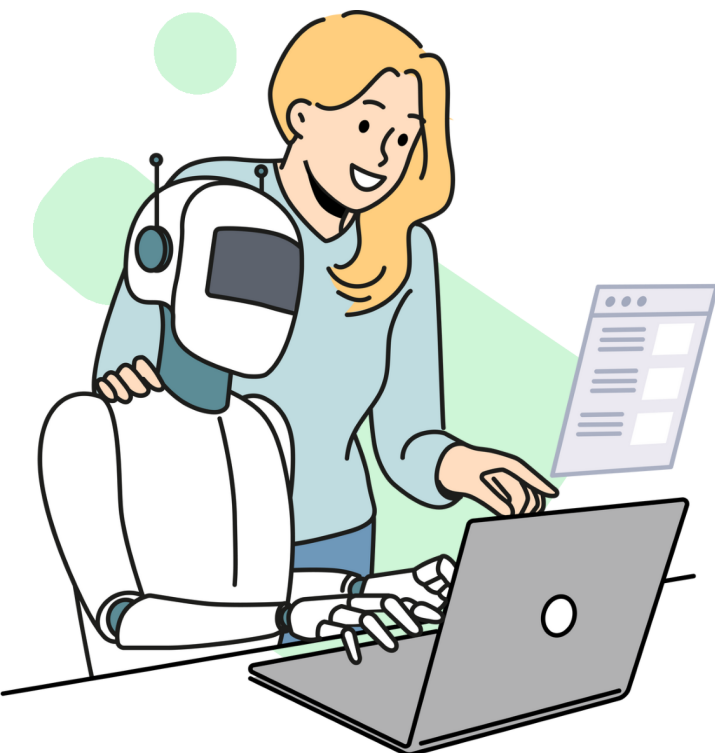
The system aims to make the **management process more efficient** while also offering **predictive capabilities.**

The pilot, which started in 2022, focuses on 84 high-cost products, where AI is being tested to manage inventory, reduce holding times, and lower stock levels **without sacrificing the high service standards required.**

The true value of this project extends beyond just solving stockout issues—**AI algorithms are also helping to optimize stock levels** in the warehouse.

This results in reduced storage costs, improved operational efficiency, and better use of space.

The implementation of this solution will take place over three years, with a **gradual increase in the number of products** managed by the system.



BENEFITS

By using a “double-blind” comparison between the traditional order system and the AI-powered model, results from the first few months—focused on 84 products—show a potential 17% reduction in average stock levels, a 12% decrease in stockouts, and the elimination of unplanned orders.

As a result, the project offers potential improvements in service quality, cost reductions, faster inventory turnover, and more efficient space management in the long term.



Unlock the value of your warehouse

Do you want to be left behind?

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