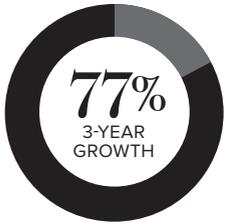


# LOGISTICS IS THE “SECRET SAUCE” FOR IMPROVING HEALTH CARE

Customized supply chain solutions save money and free up resources so health care providers can focus on patients

4139

2019 RANKING



1000+

HEALTH CARE FACILITIES



100+

EMPLOYEES



As a specialist provider of logistics services, TRIOSE has helped hundreds of health care organizations better manage their supply chain operations and gain visibility over costs. But in the eyes of its founders, Carl “C.J.” Joyner and Ira Tauber, the company’s real success is measured in the amount of time and resources it frees up so its customers can do a better job of serving their patients.

The two, with backgrounds in health care, met while working for Penske Logistics, which had a vision to expand the supply chain efficiencies developed in other industries into the health care industry. When Penske decided to shut down the new venture after three years, Joyner saw an opportunity. He launched TRIOSE in 1999; Tauber joined him in 2003; a third partner, 28-year UPS veteran Gerry Romanelli, came on board in 2016 as chief commercial officer.

## OVERCOMING A BRAND-RECOGNITION DEFICIT

An evolving regulatory environment and a changing economic climate helped health care providers recognize the value of supply chain logistics and TRIOSE solutions. Hospitals that were once cash cows now needed to control costs, and as reimbursement dollars became the foundation of their economic model, proper reporting assumed greater importance.

The solutions TRIOSE was offering were perfectly suited to solve both problems, but the company had a brand-recognition problem. “I knew thousands of CEOs in health care across the country,” Joyner recalls. “They were happy to meet with me, but they weren’t willing to take a flyer on a ‘no name’ company because it might put them at risk.”

Perseverance eventually paid off. TRIOSE demonstrated how effective its solutions really could be. That opened the door for the company’s growth—to in excess of \$70 million in revenue and more than 100 employees today.



TRIOSE owners (from l. to r.) Gerry Romanelli, Carl “C.J.” Joyner, and Ira Tauber keep health care supply chains moving.

As TRIOSE approaches its 20th anniversary in December, it’s opened another office in Houston, Texas, and does business in all 50 states and internationally. Along with a long list of other benefits and perks, TRIOSE offers its employees an opportunity to own stock in the fast-growing company, as well.

## ‘TRIOSE WAY’ ENCAPSULATES CORPORATE CULTURE

Throughout his life, finding a better way has been a primary motivator for Joyner, and Tauber and Romanelli share his commitment. Today, that’s reflected in what they call “the TRIOSE way,” a phrase that encapsulates the company’s corporate culture. It’s focused on driving change for better health care by finding ways to lower supply chain costs and freeing up providers to focus more attention on their patients.

The TRIOSE way is also reflected in how the company engages with its employees and the communities it serves, especially through its Give Five program. It donates a matching portion of the savings its solutions generate for clients to Alex’s Lemonade Stand Foundation, a national charity working to find cures for all types of pediatric cancers. It gives employees paid time off for volunteer work, supports veterans through programs to hire former service members, and takes positive actions to promote environmental sustainability.

As Joyner puts it, “The TRIOSE way is bigger than any individual person. We’ve created a culture here that really is the identity of the enterprise.”