



USAMRMC STRATEGIC COMMUNICATION PLAN

U.S. ARMY MEDICAL MATERIEL CENTER, EUROPE (USAMMCE)

MISSION

The mission of the U.S. Army Medical Materiel Center, Europe (USAMMCE) is to provide and project medical logistics support across the full spectrum of military operations to the U.S. European Command, U.S. Central Command, U.S. Africa Command, and U.S. Department of State.

BACKGROUND

USAMMCE, located in Pirmasens, Germany, serves as the Theater Lead Agent for Medical Materiel (TLAMM) for the U.S. European Command (EUCOM) and U.S. Africa Command (AFRICOM). Additionally, USAMMCE provides medical materiel support for the U.S. Central Command (CENTCOM), which covers operations from northeastern Africa to southwestern and south central Asia. USAMMCE also serves as the Executive Agent to the U.S. Department of State for its medical humanitarian assistance program and provides logistics services to U.S. embassies throughout the world. In these capacities, USAMMCE supports more than 1,500 Army, Navy, Air Force, and Department of State hospitals, clinics, embassies, and field units.

As the TLAMM, USAMMCE provides many of the services performed by civilian medical equipment distribution centers in the United States. The TLAMM is the provider of logistics, training, and innovation in medical materiel (i.e., Class VIII). As the designated TLAMM, USAMMCE serves as the single point of contact for medical logistics planning in the EUCOM and AFRICOM theaters and for Class VIII materiel movement into the CENTCOM, including customers currently serving in Iraq and Afghanistan. USAMMCE primarily provides capabilities in the acquisition, storage, and distribution of medical materiel, optical fabrication, and medical equipment maintenance.

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USAMMCE also develops business improvements to better serve the needs of customers, such as advanced information management and logistics systems for medical materiel supply chain management and medical product requisitions. In addition, USAMMCE has been certified International Organization for Standardization (ISO) 9001:2000 and 14001 in recognition of its adherence to internationally recognized standard operational practices.

HISTORY

USAMMCE was activated as the Rhine Medical Depot in December 1951 at Einsiedlerhof, Germany. In the spring of 1957, the Rhine Medical Depot was reorganized as the U.S. Army Medical Depot, Einsiedlerhof (USAMDE) and assumed operational control of the 67th Medical Depot. USAMDE and the Medical Supply Division of the U.S. Army, Europe, were combined to form USAMMCE in October 1968. USAMMCE moved to its current location in Pirmasens, Germany, in November 1975 as part of an Army–Air Force re-stationing initiative. USAMMCE was designated as the Theater Single Integrated Medical Logistics Manager in June 1986 and assumed medical logistics support responsibility for all U.S. Armed Forces serving the EUCOM.

As early as 1989, the Headquarters, Department of the Army identified the need to improve the linkage between medical research, development, test, and evaluation (i.e., U.S. Army Medical Research and Materiel Command [USAMRMC]) and medical logistics, which up to that time were in separate commands. A task force review of medical logistics programs was conducted in the early 1990s that led to the alignment of USAMMCE under USAMRMC in October 1994. USAMMCE's role expanded in 1996 when it became the Executive Agent for the Department of State's Humanitarian Assistance Program.

USAMMCE received the Vice Presidential Hammer Award on 17 June 1997 and 11 March 1999 for setting new standards of excellence in supporting its customers and supporting the concepts of President Bill Clinton's Reinventing of the Government initiative. In August 2001, USAMMCE became the first medical logistics unit in the Army to be certified ISO 9000. In 2007, USAMMCE was designated as the TLAMM, enabling it to be more involved in logistical planning and coordination for two major combatant commands.

KEY THEMES AND MESSAGES

USAMMCE is the TLAMM, providing all medical materiel logistical needs for the EUCOM as well as the CENTCOM, covering southwestern Asia, south central Asia, and northeastern Africa, and the AFRICOM, covering the African nations on the continent.

USAMMCE's missions include support to the Department of State's Humanitarian Assistance Program and logistical medical support to U.S. embassies.

USAMMCE business quality management and environmental management practices have been certified according to ISO 9001:2000 and 14001 standards.

USAMMCE is an invaluable asset to the health care mission within the EUCOM, CENTCOM, and AFRICOM. With USAMMCE, medical providers can accomplish their day-to-day medical mission of treating service members and their families while tactical units meet their medical mission, contingency, and training requirements.



QUESTIONS & ANSWERS

Q *What is ISO 9001 certification?*

A The ISO is the world's largest developer and publisher of international standards and is a network of the national standards institutes of 158 countries. ISO certification programs are developed for thousands of business practices and represent a consensus on those practices. ISO 9001 and 14001 are generic standards that can be applied to all types of businesses for quality management and environmental management, respectively. USAMMCE is certified 9001:2000 and 14001. These certifications indicate that an independent external body has reviewed USAMMCE's management practices and verified that the practices meet the requirements in the standards.

Q *How much volume of work does USAMMCE perform?*

A USAMMCE maintains a warehouse inventory of more than 6,400 different items and a catalog of more than 63,000 different items. In recent years, USAMMCE has received annual requests for Class VIII materiel valued up to \$153 million. USAMMCE also typically fabricates more than 60,000 optical pieces per year and receives more than 4,000 orders for medical equipment maintenance annually.

Q *How quickly does USAMMCE typically take to deliver requested materiel?*

A Typically stocked orders for requests are received within 24 hours of the order. "Life or death" orders are shipped from stocks at USAMMCE or from U.S. sources within hours of receiving a request.

Q *What recent logistical and supply process improvements have been implemented at USAMMCE?*

A USAMMCE improved the health of the organization by focusing on the fundamental measures of a healthy materiel operation. During this FY, USAMMCE maintained a relatively stable Zero Balance (ZB) rate of between 6–8%, focused on eliminating excess creation by shrinking the inventory value from \$40 million to \$22 million. During the same period, USAMMCE reduced its stocked lines by 1,200 lines down to 6,400. This effort occurred while maintaining an 85% Demand Accommodation rate and a 90% Demand Satisfaction Rate. Additionally, USAMMCE built a collaborative environment with the Prime Vendor, Cardinal Health Care and held bi-weekly TELECONs, facilitating monthly usage requirements to the major suppliers. USAMMCE led the effort to implement and manage the Generation IV MEDSURG

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contract transition. A major transition took place by implementing DLA's new contractual standards and processes. Through coordination with DLA, MEDCOM, and OTSG, USAMMCE was an enterprise leader of standardization efforts. With the assistance of two data research programs, Product Data Bank (PDB) and eZSAVe, USAMMCE continued to implement strategies to improve acquisition methods for migrated product lines.

Q *How has USAMMCE provided assistance during Operation Iraqi Freedom and Operation Enduring Freedom?*

A In response to the Global War on Terror, the number of customers supplied through USAMMCE more than doubled from approximately 700 before September 2001 to more than 1,500 customer units. The Global War on Terror resulted in substantially greater requests for materiel as well as requests covering a wider variety of unique medical materiel. As a response to the needs in the field, the Clinical Advisory Support Division was established to provide clinical expertise. The new division has proactively communicated with customers to identify needs, improved monitoring of inventory, improved practices in cold chain product management for verifiable stability of sensitive materiel, and developed the USAMMCE Military Vaccine Program to support customers in Europe and south central Asia.

Q *How has USAMMCE provided assistance to civilian customers?*

A USAMMCE supports the medical materiel logistics for Department of State hospitals, clinics, embassies, and field units. Through the Humanitarian Assistance Program, USAMMCE has provided medical materiel to 248 hospitals and 239 primary care clinics to support the independent nations of the former Soviet Union through the Department of State mission deemed Operation Provide Hope. USAMMCE also provided support to the Navy's 6th Fleet in support of humanitarian relief exercises in Africa.