



The Medical Supply Co. (Caribbean) Ltd

Celebrating 25 years of service to the health, safety, and wellness fields in T&T

For 25 years The Medical Supply Co. (Caribbean) Ltd has been dedicated to conducting business with its customers and suppliers with honesty and integrity as it fulfills its mission to provide affordable medical and safety equipment and supplies to the local healthcare community. Through the years, the privately owned family business established in 1990, has separated itself from its competitors through outstanding values, customer service and customer-focused pricing.

SUPPORTING THE LOCAL MEDICAL, HEALTH AND SAFETY FIELDS

The Medical Supply Co. (Caribbean) Ltd supplies both wholesale and retail healthcare supplies and equipment. Its broader set of operations as a healthcare distributor in Trinidad & Tobago and the Caribbean focuses on the provision of products in the areas of safety, dental, wound care, incontinence, urological and hospital supplies.

The company also provides supplies for clean room, production, and sterile environments, such as apparel, gloves, sanitisers, furniture and cleaning solutions.

Its services reaches a broad range of customers in the private and public sectors and includes home health care, government healthcare, defense force medical, hospice care, primary and emergency care, industrial businesses, nursing homes, private physicians, and retail business clients.

The Medical Supply Co. (Caribbean) Ltd stocks over 500 items and has direct accounts with principal manufacturers and exclusive distributors in North American, China, Malaysia, India and United Kingdom.

VALUING ITS CUSTOMERS AND CLIENTS

From its inception, the company's operations have been guided by a set of values that

determines its relationship with its customers and suppliers.

These integral core values which reveal the company's passion for service are:

- Providing proven products from reputable manufacturers
- Providing competitive pricing with favourable terms and conditions of sale
- Finding solutions to reduce the total medical supply expenses for both private and government institutions
- Guaranteeing the quality of our products and service.

BUSINESS GOALS:

The company strives to provide responsive, efficient and cost-effective service in the delivery of healthcare products and supplies to the healthcare industry and to government agencies.

It provides superior client communications, on-time delivery, pricing guarantees, and personalised levels of service.

Its business size also allows it to be extremely flexible to customers' unique needs while making quick adjustments based on schedules and requirements.

The Medical Supply Co. (Caribbean) Ltd believes that no order is too small and no request is too challenging, and prides itself in its ability to locate and supply hard-to-find items, an ability that has kept it in the top ten percentile of medical suppliers in Trinidad & Tobago.

THE MEDICAL SUPPLY CO. (CARIBBEAN) LTD. - MANAGEMENT TEAM

Heather Laing - Managing Director
Nicholas Laing - Director
Derek Laing - Operations Director
Veronica Patrice - Manager



THE MEDICAL SUPPLY CO. (CARIBBEAN) LTD.

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25 YEARS OF HEALTH & WELLNESS SUPPORT IN T&T



HEATHER LAING

-UPHOLDING A LEGACY OF SERVICE

Charmaine Daisley

Heather Laing, as Managing Director of The Medical Supply Co. (Caribbean) Ltd., is at the helm of the family business started in November, 1990. Heading the Laing legacy has proven to be an empowering experience as she continues to keep her pulse on developments in the medical supplies industry, and to strengthen relationships with customers, clients, and providers, locally, in the Caribbean, and around the world.



"It has been, and still is, an unparalleled experience serving our clients and customers," says Laing.

"We tremendously enjoy servicing not only the medical industry, but almost every imaginable industry. We have encountered very genuine, hard working, caring health professionals and assistants who continually renew our faith in the health sector of our country. Trinbagonian people are truly beautiful and we have been fortunate to have made long lasting friendships outside of the business, as well."

The company which has 15 employees began as a small operation. Despite its modest size, from the beginning it focused very heavily on knowing the client's needs and meeting it directly.

"We did extensive market research for the first few years of operations, visiting potential customers in all industries, detailing them on our product lines and at the same time gathering information on what was not readily available to them," Laing explains.

With this information the company added products to cater to its customer's needs, and to date now stocks over 500 medical items.

The growth of the company has not been without hiccups and disappointments though, and Laing recounts some of the struggles the company had to overcome to ensure it continues to serve clients in this important industry with their needed supplies.

Laing said: "In earlier years, some of our struggles included the lack of

readily available foreign exchange. As importers in the medical field, where at times items may be critical, it drastically delayed delivery to the end user who needed it. Also the problems we used to experience with Customs and Excise and long delays on the ports."

"Thankfully," she continues, "that process has been greatly improved with the electronic entries, but it did get a bit frustrating at times."

However, she noted that a fairly recent challenge they face is just delivering to customers as heavy traffic seems to have become a permanent fixture on the nations' roads.

"But overall we have been very blessed," she said.

"Our company services government ministries, hospitals, nursing homes, dentists, doctors, drugstores, food handlers, the oil industry and the general public. We boast of over 1,500 loyal customers throughout Trinidad and Tobago and a few other Caribbean Islands. Some of our customers have been with us from our inception."

The company has also kept up with developments in modern technology and has joined the cyber world through its website, www.medsuptt.com. The site details a substantial portion of the products in stock. This company is among a few which are able to pass on the manufacturer's warranty to the local customer.

"We choose our vendors carefully and will not promote manufacturers whose warranty is not valid in our region," says Laing.



AINSLEY LAING

Founder of The Medical Supply Co. (Caribbean) Ltd.

In 1990 Ainsley Laing, already a prominent businessman in the southern community as well as other areas across Trinidad and Tobago, formed The Medical Supply Company (Caribbean) Ltd in a bid to help ensure the continued strength and empowerment of businesses and government agencies who provided much-needed medical care and equipment to the public.

With his vast business experience and a keen eye for service, he had easily seen an opportunity to serve his country in the medical supplies market in Trinidad and Tobago, where at the time only a few brands were available in the island. His new company was among the first to detail consumables to doctor's offices and hospitals, who, at the time, were used to only pharmaceutical sales representatives. Through his business he offered a larger range of products and more affordable prices to practitioners and organisations in the medical health industry.

On his passing in May 2013, his wife, Heather Laing took up the baton of service, but to today she recognises his outstanding efforts in setting up a major, much-needed, and scarce service at the time.

"He was the Godfather and backbone of the company. I know he is looking down on us, very proud and of course smiling. With encouragement from family and friends and very supportive staff, we have held on to his vision and mission, and now we can celebrate our 25th year," says Heather.

Ainsley Laing was also Director of McEneaney Motors, Co-Founder of Puff & Stuff, Co-Founder of Tuff Coat Dynol, Founder of Spot Cash, Chairman of Tradewinds Hotel, and Director of The Renaissance Suites.



Veronica Patrice, right, assists in the showroom.

VERONICA, THE MIRACLE WORKER

Veronica Patrice joined The Medical Supply Co. (Caribbean) Ltd in 2003. She is now the office manager and handles all the orders and knows each customer by voice, name and sometimes number. She is described as "a living angel who has nurtured this company as well as all the other employees".

Her gentle nature and caring ways warm the hearts of all those she comes into contact with, so much so, that some customers have made it a point to visit the company's office just to meet her face to face. She goes above and beyond the call of duty to ensure customers' satisfaction, even promising the impossible at times, leaving everyone speechless when she actually pulls it off.

Veronica is committed to delivering the outstanding customer service the company has prided itself on from the onset.

The management of the Medical Supply Co. (Caribbean) Ltd wishes to thank Veronica Patrice for her unwavering and immeasurable contribution to the operations and growth of the company.

We also wish to extend thanks to all our valued employees who are with us today, and all those employees through the years, who have contributed in some way to our overall success. We recognise that having employees who are loyal and trustworthy is important to keeping us relevant to our external clients.



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