浅谈疫情环境下医药物流决策

摘要：2019 年末到 2020 年初，由于突入其来的疫情，给人们带来了很多不便，全国各行各业在疫情期间都按下了暂停键，但是医疗、医药行业的正常运行在疫情环境下显得尤为重要。由于疫情的原因，为了避免人员流动交叉感染，全国大部分居民都自行隔离在家足不出户，但是生病就诊及购药是人们日常所必需的，所以在疫情流行期间，在线问诊、医药的电子商务采购和销售、物流和分销以及商店配送等业务就发挥着重要的作用。还有各类医药电子商务平台在提供药品、口罩以及其他医学防疫物资方面也起着关键性作用。但电子商务平台也有一些缺点，例如物流运输缓慢、没有实物存储仓库还有对医药质量没有保障，这些缺点都将导致在抗疫期间无法及时提供医疗物资，从而导致救治病人的时间被延长。所以根据发现的问题，需要解决医药类货品合规物流配送问题。

本文研究在疫情环境下成都大邑地区医药类货物配送问题，其主要解决大邑地区医药配送仓库在几个乡镇之间的选址问题，以及对医药配送仓库到各个乡镇的医药配送路径进行合理的规划，研究将采用层次分析法和重心法对医药配送仓库进行合理选址，并对两种方法进行对比分析。由于医药的特殊性，医药物流运输本就非常严格，总的来说，相对于其他货物运输，医药物流运输的成本比较高，所以配送中心的选址很大程度上影响着物流的营运能力和成本。为了能够更好的节约物流运输成本，再运用节约里程法和奇偶点图上法对医药配送仓库到几个乡镇的配送路径进行优化分析，实现运输路径选择最优、运输费用最低，运输里程最少、运输时间的最短等，合理的规划物流运输避免了物流慢的问题，并有效的节约物流运输成本。在疫情期间也能够及时的满足人们日常对医药的需求，不至于药物、口罩等供不应求。

关键词：新冠肺炎；医药物流；物流配送中心选址；路径优化

Discussion on decision making of medical logistics under epidemic situation

outbreak of the epidemic, it has brought a lot of inconvenience to people. All walks of life across the country have pressed the pause button during the epidemic, but the normal operation of the medical and pharmaceutical industries is particularly important in the epidemic environment. . Due to the epidemic, in order to avoid

cross-infection by the movement of people, most residents across the country are quarantined at home without leaving their homes. However, medical treatment and medicine purchase are necessary for people in daily life. Therefore, during the epidemic, online consultation and medical consultation Businesses such as e-commerce procurement and sales, logistics and distribution, and store distribution play an important role. There are also various medical e-commerce platforms that also play a key role in providing medicines, masks and other medical anti-epidemic materials. However, e-commerce platforms also have some shortcomings, such as slow logistics, no physical storage warehouses, and no guarantee of medical quality. These shortcomings will result in the inability to provide medical supplies in time during the anti-epidemic period, which will lead to prolonged treatment of patients. Therefore, according to the problems found, it is necessary to solve the problem of compliant logistics and distribution of pharmaceutical goods.

This article studies the distribution of pharmaceutical goods in Dayi area of Chengdu under the epidemic environment. It mainly solves the problem of the location of pharmaceutical distribution warehouses in Dayi area among several towns, and rationalizes the route of pharmaceutical distribution from the pharmaceutical distribution warehouse to each township. The research will use the analytic hierarchy process and the center of gravity method to reasonably select the location of the medical distribution warehouse, and conduct a comparative analysis of the two methods. Due to the particularity of medicine, medical logistics transportation is very strict. Generally speaking, compared with other cargo transportation, the cost of medical logistics transportation is relatively high. Therefore, the location of the distribution center greatly affects the operational capacity and cost. In order to better save the cost of logistics and transportation, the method of saving mileage and the method of parity point map are used to optimize the distribution path of the medical distribution warehouse to several towns and towns, so as to realize the optimal choice of transportation path, the lowest transportation cost, and the least transportation mileage. , The shortest transportation time, etc. Reasonable planning of logistics transportation avoids the problem of slow logistics and effectively saves logistics transportation costs. During the epidemic, it can also meet people's daily needs for medicine in a timely manner, so that the supply of medicines and masks will not exceed demand.

Keywords: new crown pneumonia; medical logistics; location of logistics

distribution center; route optimization

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