



tracelink
NETWORK FOR GREATER GOOD

Interview with **John Hogan**,
SVP, Engineering at TraceLink

In this interview, we talked to John Hogan, who leads the global development team at TraceLink, about the present and future of the Supply Chain Management in the pharmaceutical industry. Here, John explained why TraceLink which has the world's largest Pharmaceutical supply chain network, is called a game-changer in the industry. Also, John shared his predictions about the industry and explained the factors that enabled TraceLink to become a leader in the sector.

What motivated you to start a career in this sector? Was technology always your career path?

I've been working with technology for my entire career, wearing several hats in a variety of large and small companies. What intrigued me about TraceLink, apart from the great team, was the opportunity to make a broad impact in a sector that was directly connected to peoples' welfare. TraceLink has a worldwide reach, and there are so many opportunities to use technology to improve the safety and efficiency of this vital supply chain. It's very exciting to be in a position to help our customers reimagine their businesses in ways that ultimately drive better patient outcomes.

Could you tell us about TraceLink and its unique services in detail? Where do you see your company in the global competition?

TraceLink has created the world's largest network of pharmaceutical supply chain partners, consisting of over 275,000 members and nearly 80% of the pharma supply chain ecosystem using its technology. Members establish

connections with each other on the network, and the TraceLink Digital Network Platform enables seamless information exchange up to and down the supply chain, from manufacturer to patient. This is a game-changer for the industry, with a digital network platform not only driving efficiencies in logistics and compliance but opening up new opportunities that have never been feasible.

TraceLink helps companies in more than 46 countries meet compliance requirements that help to ensure a safe and secure supply chain. Now, all of the data resulting from these global regulatory requirements has created an ideal opportunity to extract and create value from this data to help companies solve existing challenges and to digitally transform business processes, including better supply chain visibility and orchestration.

The advantage of having a single platform that accumulates data from across the industry is that it enables an intelligent supply chain that can improve processes to have better patient outcomes, something we are extremely committed to.

Can you tell us about this cloud-based network designed especially for the pharmaceutical industry? What kind of data will it include?

More than a decade ago, TraceLink took bold steps toward creating a new paradigm. Starting with the security of the supply chain, the company created a network that allowed the industry to serialize billions of drug products. To date, the company has serialized over 6 billion products and helped industry players comply with emerging and changing regulatory standards aimed at creating a safer global pharmaceutical supply chain.

That was just the start of TraceLink's mission — a revolution has now catalyzed on this network. Today, hundreds of thousands of life science companies, 3PLs, wholesalers, hospitals, and pharmacists are beginning to collaborate in a way where they leverage each other's insights to dramatically improve patient outcomes. Information can be exchanged with never-before-seen fluidity and companies can work together in new and novel ways to ensure every patient gets the medications they need, at the time they need them, under the right conditions.

TraceLink's network of partners has grown exponentially in the past few years in the wake of recent regulations, with the EU Falsified Medicines Directive (FMD) and U.S. Food and Drug Administration's Drug Supply Chain Security Act (DSCSA). The DSCSA legislation, which is currently being

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across the supply chain, the question pharmaceutical companies are asking themselves is how can this data be used to improve patient outcomes?

The TraceLink Digital Network Platform is an application development and deployment platform that connects multiple levels of the supply chain to enable new digital supply chain processes and foster real-time collaboration. Leveraging the power of TraceLink's Digital Supply Network, the Digital Network Platform will help break down barriers as well as extend the reach of patient-centric supply chains and orchestration processes beyond the previous one or two upstream and downstream segments of product supply.

What happens when a company joins TraceLink Network?

When a company joins the TraceLink Network, all of its trading partners can be integrated and immediately become interoperable. TraceLink works with its partners to integrate into all of their partner data to create a complete picture of their end-to-end supply chain.

Companies who join the network will be able to gain visibility for the first time into real market demands for products so they can efficiently and adeptly

rolled out in phases and taking full effect in 2023, ultimately requires that pharmaceutical companies serialize all of their products at the unit level to enable tracking through the supply chain in the interest of preventing counterfeit or otherwise harmful drugs from entering the market.

As regulatory requirements expand and generate even more precise data



adjust their supply chain accordingly. They will also be able to adapt more quickly and efficiently to market pressures, in increasing important capability in the face of challenges such as fluctuating tariffs, natural disasters, drug shortages, etc.

With this visibility, the pharmaceutical sector will not only allow for great vigilance to weeding out counterfeit or tainted drugs that may be entering the supply chain. It will also give companies a much deeper understanding of their supply and demand in real-time. Pharmaceutical companies will be able to see when and where their products are in high demand and communicate quickly to avoid shortages. Overall, complete visibility will allow for communication and agility, ultimately enabling companies to overcome challenges before they become catastrophes.

How does the TraceLink Network increase supply chain visibility in the pharmaceutical manufacturing industry?

Integrating into the TraceLink Network will enable a real-time, end-to-end view of a company's supply chain operations, thereby creating a level of visibility that previously could not exist with lines of sight limited to the stages immediately before and after your company on the supply chain journey.

What technologies do you see playing a role in the development of applications for the TraceLink Network going forward?

As the TraceLink Platform continues to develop, next-generation technologies combined with advanced analytics models will play an important role in expanding its value and capabilities for the life sciences industry.

Artificial intelligence (AI) and machine learning are still in their infancy in the pharmaceutical supply chain but will increasingly make it possible to combine data from multiple sources, including IoT devices and Enterprise Resource Planning (ERP) systems into one single source and analyze it. This will allow companies to solve critical business challenges that exist today. For example, more advanced analytics will directly enable supply chains to better

structure their supply chain and understand how to adapt operations, by generating intelligence from the data that will allow for more accurate forecasting of product demand.



My mission at TraceLink is to help foster an environment where engineers can collaborate in building great products, thrive in their careers, and continually evolve practices that drive quality and agility. We're in the strongest

position in the industry to deliver technology that enables transformation, and that's an exciting place to be."

Senior Vice President of Engineering John Hogan leads product design, development, and testing of TraceLink products and solutions, ensuring the seamless processing and tracking of high-volume, highly distributed events, and facilitating shared customer value up and down the supply chain.

He joined TraceLink in January, 2018 from Boston-based cybersecurity startup Barkly, where he served as VP of Engineering and was responsible for product development and DevOps building out the company's unique approach to endpoint protection. At TraceLink, he is instrumental in helping grow and manage a rapidly expanding team that is building products that benefit customers worldwide.

Hogan began his career 25 years ago in Information Systems at Oracle. Throughout his career, he has held executive positions in software engineering at startups, early-stage, and late-stage companies, building product, customer success and support teams at Informix, Plumtree Software, Unica Corporation, and IBM. Prior to Barkly, he served as VP of Engineering and Director, EMM Products and Operations, respectively, at Storian and IBM, where he was responsible for product strategy, development and hosting operations for both SaaS and traditional product lines.

Hogan holds a Bachelor of Science degree in Biology and Psychology from Stanford University.

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About TraceLink

TraceLink is the world's largest integrated digital supply network, providing real-time information sharing for better patient outcomes. Leading businesses trust the TraceLink [Life Sciences Cloud](#) to deliver complete global connectivity, visibility, and traceability of pharmaceuticals from ingredient to patient. A single point and click a connection to the Life Sciences Cloud creates a supply chain control tower that delivers the information, insight, and collaboration needed to improve performance and reduce risk across global supply, manufacturing and distribution operations. The TraceLink digital supply network is used by businesses across the globe to meet strategic goals in ensuring global compliance, fighting drug counterfeiting, improving on-time and in-full delivery, protecting the product quality and reducing operational cost. For more information on TraceLink and our solutions, visit www.tracelink.com.