How Does Patient-Centric Planning Impact Demand Forecast Accuracy?



Key Takeaway

- Patient-centric analytics and shared data from your digital supply network can lead to more accurate demand forecasts.

TraceLink's Roddy Martin explains how patient-centric analytics can help you make better inventory decisions.

Transcript:

In the healthcare supply chain, where we don't have good demand forecast accuracy because of privacy issues around patient data, we're making product and putting it at the wrong place at the wrong time. And obviously, then it can't meet patient demands.

So, one of the big focus areas is to use this outside-in, patient-centric utilization of analytics, the utilization of IoT data, interpreting patient and demand data, to feed back into the planning session, to put the right amount of product at the right place at the right time.

So that we can run the supply chains with less inventory. And this is where unlocking the business value of serialized data is such a fundamental opportunity

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for the supply chain community in just getting visibility of what inventory is where in the supply chain.

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