The Supply Chain Leader's Path to Patient-Centricity



Key Takeaway

- Traditional approaches to information technology have resulted in a lack of supply chain visibility.

Achieving patient-centricity in your supply chain means focusing on one moment of truth: the patient outcome. TraceLink's Roddy Martin explains in this quick video.

Transcript:

One of the challenges of the existing healthcare system and pharmaceuticals is that it's a series of integrated systems, linearly connected, without visibility.

The problem is that those systems are generally driving functional excellence. So, as a supply chain leader, I don't want logistics to be focused on logistics excellence, and manufacturing on manufacturing excellence.

We all care about one moment of truth, and that's the patient outcome. So, the end-to-end healthcare system has to focus on the collection of functions and processes that all lead to the orchestration of desired patient outcomes.

Not just on successful logistics, successful manufacturing, or successful contract manufacturing. It's the connection of all of the processes to the patient, all the way

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back through the supply system.

Return to: The Patient-Driven Supply Network

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