What is a Patient-Centric Supply Chain?



Key Takeaway

- A patient-centric supply chain leverages analytics to understand patient behavior, make better decisions about inventory needs, and orchestrate positive patient outcomes.

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TraceLink Digital Transformation Strategist Roddy Martin describes the concept of a patient-centric supply chain and the technology that enables it.

Transcript:

There's been so much traditional push-back around personal patient information and visibility of information from a privacy point of view that I think we've painted ourselves into a corner in respect of thinking patient back in the supply chain.

There's a vast field of analytics starting to explore what's driving people's behavior. Why are patients choosing the products they are? How are patients responding to the products that they are using?

And that allows us to get rid of these hundreds of days of inventory that we stuck everywhere in the supply chain just in case we needed to orchestrate an outcome

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for a patient.

It’s critical. Because ultimately, we want a patient-centric network involving all patients sharing data in real time and collaborating all the way back into the product supply network.

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