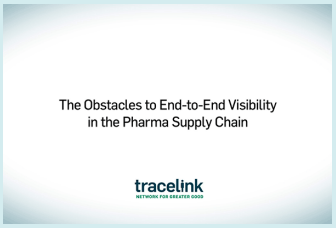
The Obstacles to End-to-End Visibility in the Pharma Supply Chain



Key Takeaways

- One of the biggest challenges facing pharma companies today is achieving end-to-end supply chain visibility.
- The supply chain team needs full visibility to avoid or mitigate disruptions and ensure products are delivered to patients on time, in full.

TraceLink Digital Transformation Strategist Roddy Martin talks about the importance of achieving end-to-end pharma supply chain visibility.

Transcript:
One of the real challenges in the transformation of the supply chain is around product visibility.

Although we've tracked-and-traced and regulated the flow of a product because of regulatory requirements, we don't necessarily have proof of unique identity and unique chain of custody of a product flowing through the supply chain.

This has traditionally been dealt with by the quality and compliance teams in an organization, not by the supply chain.

© TraceLink Inc. 2009 - 2025 All Rights Reserved

Ultimately, **the supply chain needs visibility** of the end-to-end flow of a product in order to ascertain where is the product on its journey from where the product is made in the network around product supply all the way into the patient's hands.

Return to**: Agile Supply Chain Insights**

VideoSupply Chain CollaborationSupply Chain
Subscribe to Agile Supply Chain Insights
Stay informed with the latest patient-centric agile supply chain thought leadership content.
SUBSCRIBE
Subscribe to Agile Supply Chain Insights
Stay informed with the latest patient-centric agile supply chain thought leadership content.

Thank you for contacting us; we'll be in touch shortly.

Related Content

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Are Data Silos Hindering Your Supply Chain Visibility? IDC Explains Why Pharma Supply Chains Need a Single Source of Truth

Traditional enterprise systems may be stifling your supply chain visibility, according to IDC. Find out what it will take to knock down the information silos.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



The Path to Pharma Supply Chain Visibility: 5 Capabilities You Need to Focus on Now

Learn the five capabilities you'll need to develop to achieve actionable, end-to-end supply chain visibility.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Infographic: 3 Keys to Supply Chain Resilience in the COVID-19 Era

See how pharma companies are responding to the pandemic and working toward building a more resilient supply chain.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved