The Benefits of Improved Visibility in the Pharmaceutical Supply Chain

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NETWORK FOR GREATER GOOD

Key Takeaways

- A digital supply network can improve supply chain visibility and empower pharmaceutical companies to create demand forecasts based on leading—as opposed to lagging—indicators.
- Improved supply chain visibility can also help you build a more patient-centric supply chain.

What will it take to increase pharma supply chain visibility and improve demand forecast accuracy? TraceLink's Roddy Martin explains in this quick video.

Transcript:

Most supply chains have traditionally operated off lagging indicators, which means it's historical data. It's things that have happened already.

What's really exciting is that with a platform like the Digital Network Platform, we're exchanging data between real-time partners and networks, so we can move from this terrible lagging-indicator network to a network where we're much closer to real-time and leading.

This is really important because ultimately this is a patient-centric network and we're **driving patient outcomes**.

We don't need any source of discrepancy or any source of bad data or time lags, which get in the way of orchestrating the desired outcome with patients.

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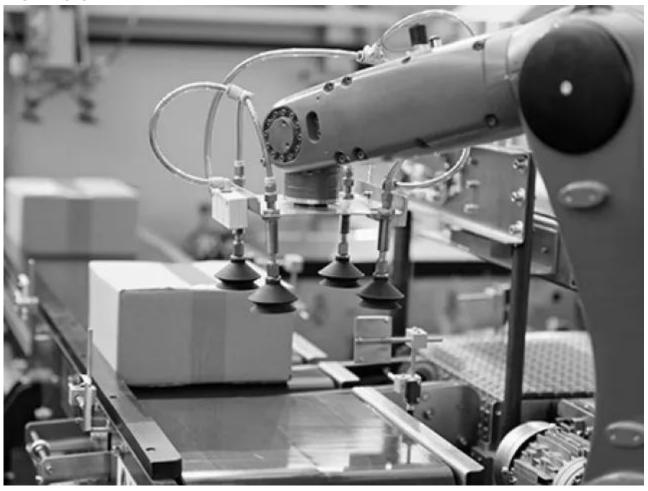
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