The Benefits of Improved Visibility in the Pharmaceutical Supply Chain



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.

© TraceLink Inc. 2009 - 2025 All Rights Reserved

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.

Return to**: Agile Supply Chain Insights**

VideoSupply Chain Collaboration, Supply Chain DigitalizationSupply 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



IDC: These 3 Capabilities Will Help You Increase Supply Chain Agility

IDC shares the top capabilities you need to achieve supply chain agility in the pharmaceutical industry. Read it now.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved