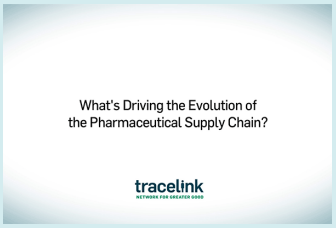
What's Driving the Evolution of the Pharmaceutical Supply Chain?



Key Takeaway

- Digital network operating models are enabling pharma supply chain companies to exchange data and collaborate in real time.

What do Amazon.com and the global pharmaceutical supply chain have in common? More than you may think. TraceLink's Digital Transformation Strategist, Roddy Martin, describes how the pharma supply chain has evolved and what's in store for the future.

Transcript:

If we look back a couple of years, the healthcare partner network system was about tying IT technologies and databases and different organizations together, hopefully to meet the needs of the patient.

Well, today, we don’t have to go any further than the “Amazonification” of supply chains to realize that if we build a partner network on a digital network model, we can connect everybody who are partners to the same patient and get them exchanging and collaborating in real time.

We have not been able to do this in the past. We ran businesses on lagging

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indicators with lots of lead times between measurements and responsiveness between different parts of the supply chain.

We can now do that in real time, and we can actually orchestrate patient outcomes in real time.

Return to: The Patient-Driven Supply Network

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