



RESOURCES

[Home](#)
[Resources](#)
[Resource Center](#)

IBERFAR: Partnering with TraceLink for FMD and Digital Integration



When Portuguese CMO/CPO IBERFAR was selecting a partner to help them manage the complex requirements of serialization and EU FMD, they searched for a company that offered deep expertise, stellar support, and built-in efficiencies. Hear IBERFAR team members explain how TraceLink's experience, Cloud Community, and network integrations checked all the boxes.

Case Study[European Union Falsified Medicines Directive](#)[Global Track & Trace](#)[Regulatory/Compliance](#)[European Union](#)

Contact us to discuss your serialization needs

[Contact Us](#)

Contact us to discuss your serialization needs

More Serialization and Compliance Resources



Orient Pharma and TraceLink: Partnering for Success on Serialization and Quality

Learn how TraceLink enables Orient Pharma to deliver serialization at a global scale.

[View More](#)

HOW TO BUILD AN EMPIRE WITH SERIALIZATION

Jordan Moore-Carmona, Validation Leader & Julie Buford, Supply Chain Officer at Mithra




Challenge & Solution

What are we to?

Mithra is a biotechnology company focused on creating innovative new therapies for patients with rare diseases. They are currently in the process of developing a new therapy for a rare genetic disease. The team is working to build a strong commercial strategy in the growing rare disease market. The team is currently in the process of developing a new therapy for a rare genetic disease. The team is working to build a strong commercial strategy in the growing rare disease market.

Business Challenges

- How can we build a strong commercial strategy in the growing rare disease market?
- How can we build a strong commercial strategy in the growing rare disease market?
- How can we build a strong commercial strategy in the growing rare disease market?

Solution

By leveraging our multidisciplinary approach, we were able to build a strong commercial strategy in the growing rare disease market.

Key Activities and Resources



Official Business Partners

- Pharmaceuticals (Pfizer, Novartis, etc.)
- Medical Devices (Medtronic, etc.)
- Regulatory (FDA, EMA, etc.)
- Healthcare Providers (Hospitals, etc.)
- Insurance (Aetna, etc.)
- Pharmaceuticals (Pfizer, Novartis, etc.)
- Medical Devices (Medtronic, etc.)
- Regulatory (FDA, EMA, etc.)
- Healthcare Providers (Hospitals, etc.)
- Insurance (Aetna, etc.)

Team



Executive	Validation	Supply Chain	Regulatory	Medical Affairs	Marketing	Finance	Operations	Legal	HR
Jordan Moore-Carmona	Julie Buford	Julie Buford	Julie Buford	Julie Buford	Julie Buford	Julie Buford	Julie Buford	Julie Buford	Julie Buford
Validation Leader	Supply Chain Officer	Supply Chain Officer	Regulatory	Medical Affairs	Marketing	Finance	Operations	Legal	HR

Outcomes

Business Metrics

- Increased revenue by 10%
- Improved patient outcomes
- Reduced operational costs

Results & Feedback

- Positive feedback from patients
- Improved patient outcomes
- Reduced operational costs

Recommendations

Key Takeaways

- Building a strong commercial strategy in the growing rare disease market
- Building a strong commercial strategy in the growing rare disease market
- Building a strong commercial strategy in the growing rare disease market

Next Steps/Recommendations

- Building a strong commercial strategy in the growing rare disease market
- Building a strong commercial strategy in the growing rare disease market
- Building a strong commercial strategy in the growing rare disease market

Case Study: Mithra | Serializing Across Multiple Business Cases

Learn how Mithra used a multidisciplinary approach for a successful EU FMD go-live.

[View More](#)