RESOURCES

Understanding the Serialization Challenge: The Actelion Story



The mission of Swiss pharmaceutical company Actelion is to bring innovative drugs safely to patients around the world. Hear the Actelion team discuss the importance of track and trace to this endeavor, how they have approached the serialization challenge, and why they believe there is no such thing as starting too early.

VideoSerial Number ManagerGlobal Track & TraceSerializationBrazil, China, United States, European Union, Russia, Switzerland

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