RESOURCES

Home
Resources
Resource Center

Inside the Digital Transformation of the Pharma and Healthcare Supply Chain



Key Takeaways

- The pharmaceutical and healthcare supply chains have merged into one business operating model.
- A digital supply network brings all key supply chain players together in a single, virtual ecosystem.

A digital supply network brings pharma and healthcare supply chains together to ensure tighter collaboration and to help you **orchestrate positive patient outcomes**.

Transcript:

I think the important realization is that healthcare has changed. It’s no longer an operating model around hospitals, clinics, and patient-service providers. And then a separate network around pharmaceutical manufacturers, their products, and contract manufacturers.

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It’s now one business operating model.

With healthcare transformation, excitingly, the Digital Network Platform, which is the Network for Greater Good with TraceLink, brings all of the partners together into one ecosystem transformation.

So, we have retail pharmacies. We have the hospitals, clinics. But we also have contract manufacturers, and we have the manufacturers, all operating, connected to the same network, sharing data, all focused on orchestrating patient outcomes.

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