Building a More Patient-Centric Supply Chain: The Fitbit Test Case



Key Takeaways

- Fitbit technology provides a glimpse of patient-centricity in action.
- A patient-centric supply chain leads to more accurate demand forecasts and reduces the need to stockpile inventory.

Fitbit provides a fascinating example of how a **patient-centric supply chain** can lead to better patient outcomes.

Transcript:

If you thought patient-centric was pie in the sky and something for the future, it’s with us today.

There’s been studies done on 49,000 regular Fitbit users. They looked at sleep

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patterns, exercise patterns, at heart rates.

They’re able to predict more accurately than the CDC on pending influenza. This data is really the patient-centric view that you want to feed back into your network and your healthcare providers, to making sure that anything that’s irregular is being identified, so that you can pay proper attention to your personal health.

Think about that improving demand forecast accuracy. Think about that in terms of making sure the right influenza vaccines are distributed to the right point in the supply chain. If we can make sense of this patient-centric data in the end-to-end supply chain.

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