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Home
Resources
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How Are Advanced Analytics Revolutionizing Pharmaceutical Supply Chain Management?



Key Takeaways

- Advanced analytics and digital supply networks are a powerful combination for the pharmaceutical supply chain—enabling you to answer questions you didn't even know you had.
- Augmented analytics and machine learning enable you to build predictive models. They also make you more responsive to patient demand.

TraceLink's Roddy Martin explains why advanced analytics on a **digital supply network** can be a game-changer that helps your pharmaceutical supply chain boost visibility, agility, and resiliency.

Transcript:

Traditionally, pharmaceutical and healthcare has focused on analytics on transactional systems, answering questions the business knew it had.

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How many times has this happened? How much did it cost? How many patients are we serving?

The new fields of augmented analytics, machine-learning models, allow us to build models that can almost predict what's going to happen based on what's happened in the past.

There's all kinds of questions that we could start answering, questions we didn't even know we could ask before, trends we didn't even know existed, we didn't even know that we could try and answer. This is an incredibly important space.

And I think we're going to see a lot of benefits to the transformation of healthcare as we go forward just by connecting the dots via analytics across the end-to-end patient-centric healthcare system.

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