The Game-Changing Impact of Precision Medicine on Pharma Supply Chain Management



Key Takeaways

- Pharma supply chain management is trending toward a focus on precision medicines.
- The growing focus on precision medicines means companies will no longer be able to stockpile large quantities of products to respond to sudden shifts in demand.

Get Roddy Martin's take on the evolution of **pharma supply chain management**.

Transcript:

The pharma model evolved making millions of tablets for millions of patients. You went to a doctor with a particular disease or ailment, and medicine was prescribed. And hopefully the medicine at the time was a good match for whatever the problem was.

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Well, in precision medicine, we get to the point where we analyze a patient's specific disease, whether it's cancer, whether it's ALS, whether it's multiple sclerosis, and manufacture a solution for that specific patient's ailment or disease.

This is a very big rethink of the pharmaceutical model.

They're going to have to figure out how to build scalable models that are able to build solutions for single patients or smaller patient communities, one patient at a time.

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