# What is the Amazonification of the Healthcare Supply Chain?




## Key Takeaways

- Amazon is having a major influence on the future on the healthcare supply chain.
- Amazon provides a shining example of what can happen when suppliers join together in a single, virtual ecosystem.

How is Amazon providing an example that will shape the future of the **healthcare supply chain**? TraceLink's Digital Transformation Strategist, Roddy Martin, explains.

**Transcript:**

So, we talk about transformation of the healthcare system. Let's think about it in terms of the "Amazonification" of supply chains.

Just look at what Amazon has delivered in supply chain terms, and how it's transformed business operating models, and ask yourself the question: What's

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stopping healthcare in the future from operating in exactly that “Amazonification” way for healthcare transformation?

We place orders on a platform with suppliers on a platform. And our orders are fulfilled on time, in full by all of the partners on the Amazon network.

This is no different to your healthcare system, where you have a precision medicine delivered by all the patient-centric partners on the network, on time, in full, in order to orchestrate the same outcome with a patient, as when you’re orchestrating my on time, in full order, when I deliver something off Amazon.

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