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# How to Get Executive Buy-In for Next-Level DSCSA Projects at Retail Pharmacies



Serialization data can give retail pharmacies a holistic view of inventory across the organization, and that can lead to better business decisions and improved operational efficiency. In this webinar excerpt, Tom McHugh, former Director of Supply Chain Operations at CVS, explains what it takes to get executive buy-in for US Drug Supply Chain Security Act (DSCSA) projects that aim to add real business value.

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Learn more about TraceLink's solutions for DSCSA compliance

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