

# Orchestrating Outcomes for Logistics: Jon Chapman of Kuehne+Nagel on Harnessing Advanced Technology to Build Patient-Centric Supply Chains - Part 1

**Key Topics:**

- Innovations in temperature-sensitive shipment handling.
- Patient-centric approaches in healthcare logistics.
- The rise of personalized medicine and its logistical implications.
- Investments in sustainability and ESG-driven practices.
- IoT-enabled logistics for real-time tracking and visibility.

What does the future of supply chain logistics look like? In this episode of *Orchestrating Outcomes*, Jon Chapman, VP of Pharma Healthcare at Kuehne+Nagel, highlights innovations in patient-centric approaches, personalized medicine, and sustainability, along with advancements in IoT-enabled tracking and cloud infrastructure. Chapman shares how these developments are addressing challenges in temperature-sensitive shipments and setting new standards in healthcare logistics.

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Watch Part 1 now to learn how these strategies are creating a future-ready supply chain that balances cost, quality, and a strong focus on patient centricity. And don't forget to **watch Part 2 of this interview** for additional insights on leveraging digitalization to enhance customer experiences and ensure consistency across diverse geographies.

**Video Highlights:**

- **01:16** - Can you tell us a bit about your background and current role?
- **03:58**- What key capabilities is Kuehne + Nagel investing in to meet the needs of healthcare and life sciences?
- **07:41** - Where do you see the healthcare and life sciences industries moving in the future?
- **11:07** - What are your thoughts on broader digitalization topics, such as information flows around the movement of goods?
- **14:49** - How is Kuehne + Nagel addressing customer demands for innovation in supply chain logistics and inventory visibility?
- **18:37** - How are digital tools improving KPIs like cost efficiency and consistency?

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Jon Chapman, VP of Pharma Healthcare at Kuehne+Nagel,details how Kuehne+Nagel uses API-driven data exchanges and predictive tools to enhance inventory visibility, resolve issues proactively, and foster trust with customers.

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