A Network for All: Improving Patient Care and Business Efficiency through Supply Chain Digitalization



Intelligent end-to-end supply chain orchestration helps ensure both patient safety and business success. In this clip from his FutureLink Barcelona keynote address, Shabbir Dahod, President & CEO of TraceLink, explains how the TraceLink network supports organizations of all sizes, across all regions, at any level of technical maturity.

Today, the cost-effective integration and real-time collaboration enabled by the network is helping organizations across the end-to-end supply chain to improve business performance and patient outcomes. Watch the clip to hear how TraceLink is leading the charge in intelligent supply chain orchestration—and then **watch the full keynote** for deeper insights.

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We are very, very focused on: How do we do the end-to-end digitalization? How do we make sure that the products for patients are safe, are secure? How do we make sure that they're there at all, that they're available for them? How do we make sure that we bring down the cost of actually delivering those products as much as possible? How do you create greater efficiency? How do you meet these challenges while improving the lives of patients and improving business? This can be achieved, this greater good can be achieved. That is really what drives us on a daily basis.

And I think that particular purpose, that mission, that ability to just be open and collaborative and innovative with the industry is really what's made us successful, right? That ability to say, "Hey, our partnerships matter more than anything else." We have to make sure that everybody on this vast network that we built over the 15 years can participate.

Whether you are the smallest pharmacy in the most obscure place in the world, or you are the largest pharmaceutical company in the world, or you are the largest contract manufacturer, or you're the smallest contract manufacturer, or you have the most complex business model: Like your business model is, "Hey, I'm a virtual wholesaler. I'm really basically a virtual pharmaceutical company. I'm a virtual contract manufacturer." We know the complexity of the industry and we didn't just say, "Hey, we're just going to deal with the stuff that's easy to do, the stuff that is going to be the most cost-effective for us, generate the most profits."

We said, "No, it doesn't matter which market it is, we're going to support it." Because whether it's in Saudi Arabia, whether it's Bahrain, whether it's in any European country or any state that everyone needs to have a solution and a capability that is the best that they can have, whether you're the largest pharmacy in the world or you're the smallest pharmacy in the world. You're the largest or the smallest of anything, the most complex or the least. That's what's enabled us to build this network.

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And the network is incredibly active, right? I mean, you all sit in it and you live in it but you don't know exactly the collective activity that goes on. So, the collective activity is one terabyte of transactions a month. That is the activity that goes on on our network every month. We process one terabyte of transactions. These aren't videos and movies. You guys know that, right?

Each serial number that has a commission has to have a particular status and that has to be shared across the industry on an end-to-end basis.

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Meet with TraceLink to learn more about supply chain digitalization!
Fill out the form to contact us now.

Thank you for contacting us! We'll be in touch shortly.

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