

Improving Patient Outcomes: Genpact and TraceLink's Vision for a Healthier Life Sciences Ecosystem

The life sciences and healthcare supply chain must expand its focus on improving KPIs to adopt a "value creation" approach that leverages digital transformation to drive innovation, growth, and ecosystem health, according to Flavio Aliberti, Vice President of Supply Chain Business Strategy at Genpact.

In this interview, Aliberti discusses how trends like the rapid pace of change and externalization of the workforce are reshaping supply chains and underscoring the need for intelligent collaboration. Aliberti explores how Genpact and TraceLink's partnership enables life sciences companies to embrace these shifts and foster broader business transformation. Watch the full video to discover actionable strategies for navigating these challenges and digitalizing your end-to-end supply chain.

Video Highlights:

- **00:12** - Can you provide some background on Genpact and your current role?
- **00:33** - What are the key trends driving change in commercial supply chains today?

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- **01:48** - What causes inefficiencies in supply chain collaboration?
- **02:44** - How can digitalization go beyond improving KPIs to driving broader business innovation and growth?
- **03:55** - How do Genpact and TraceLink help customers enable intelligent supply chain orchestration?
- **06:09** - How do TraceLink and Genpact's efforts in digitalization strengthen the life sciences ecosystem?
- **07:16** - What advice would you give to organizations aiming to digitalize their supply chains?

VideoMultienterprise Information Network Tower (MINT)Supply Chain DigitalizationLogistics/Distribution, Supply Chain
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