TraceLink and LifeBee Deliver Global Compliance and Operational Excellence



Implementing serialization is not just a technical or regulatory task but a cultural change that requires cross-departmental collaboration and unified approach to process management. Teresa Minero, Founder & CEO of LifeBee, shares her insights on how to overcome the challenges of meeting serialization requirements around the globe, Italy's unique track-and-trace journey, and the importance of early preparation for EU FMD compliance.

Minero also discusses how LifeBee and TraceLink work closely together to help customers address global compliance challenges and improve the operational efficiency of the end-to-end supply chain. Watch the video to learn more.

Video Highlights:

- **00:11** - Can you provide some background on LifeBee?
- **01:59** - How is the rollout of EU FMD progressing in Italy?
- **04:08** - How do TraceLink and LifeBee work together to ensure customers achieve regulatory compliance?
- **06:05** - What strategies would you recommend to ensure the success of a product serialization program?

Video<a href="/category/european-union-

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falsified-medicines-directive" hreflang="en">European Union Falsified Medicines DirectiveSupply Chain DigitalizationRegulatory/Compliance
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Thank you for contacting us; we'll be in touch shortly.

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