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Orchestrating Outcomes: Digital Innovation, Sustainability, and the Future of Healthcare Supply Chain Logistics

Featuring Tsu Rasolonjatovo, Former Director of Global Logistics Transformation at Elanco

Healthcare logistics is at a crossroads, balancing the need for digital innovation with the urgency of sustainability and geopolitical challenges. In this episode of **Orchestrating Outcomes**, Tsu Rasolonjatovo, Former Director of Global Logistics Transformation at Elanco, discusses how digitalization, from AI to real-time visibility tools, is transforming supply chains into powerful drivers of operational excellence and sustainability. Rasolonjatovo examines key strategies for tackling geopolitical risks, optimizing processes, and achieving ambitious goals like greener transportation and more efficient global networks, all while empowering teams and improving patient outcomes.

Key topics:

- **How 3PLs and 4PLs Inspire Trust, Transparency, and Progress**
- **Digitalizing Supply Chains for Seamless Collaboration**
- **Transforming the Pharmaceutical Supply Chain: A Look Ahead**
- **Four Levels of Digital Integration with 3PLs and 4PLs**
- **Tsu Rasolonjatovo on Digital Innovation, Sustainability, and**

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Redefining Healthcare Supply Chains - Part 1

- **Tsu Rasolonjatovo on Digital Innovation, Sustainability, and Redefining Healthcare Supply Chains - Part 2**

Explore some interview highlights below and then watch the full interview for more insights.

How 3PLs and 4PLs Inspire Trust, Transparency, and Progress

(2 minute watch) Building trust with 3PLs and 4PLs begins with operational excellence, reinforced by data transparency and a commitment to continuous improvement, according to Tsu Rasolonjatovo, Former Director of Global Logistics Transformation at Elanco. In this interview highlight, Rasolonjatovo emphasizes the importance of GDP compliance, reliable service, and contractual agreements to drive progress and collaboration.

Digitalizing Supply Chains for Seamless Collaboration

(1 minute watch) Digital connectivity transforms supply chains into efficient networks, enhancing collaboration and empowering teams to focus on high-value activities. Rasolonjatovo highlights how this shift reduces time spent on routine tasks, enabling greater focus on strategic goals and patient satisfaction.

Four Levels of Digital Integration with 3PLs and 4PLs

(4 minute watch) Digital integration with 3PLs and 4PLs spans four levels: manual (email/fax), semi-manual (web portals), ERP terminal access, and direct EDI integration. Each level represents a different level of maturity. In this clip, Rasolonjatovo explains the complexities, security challenges, and potential of IoT and APIs to simplify these connections.

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Transforming the Pharmaceutical Supply Chain: A Look Ahead

(3 minute watch) Rasolonjatovo discusses the future of pharmaceutical supply chain digitalization, focusing on investments in digital twin platforms, network design software, risk management systems, and integrated planning tools to drive smarter decision-making and optimize operations.

Tsu Rasolonjatovo on Digital Innovation, Sustainability, and Redefining Healthcare Supply Chains - Part 1

(27 minute watch) Supply chain digitalization is driving transformative change in healthcare logistics. In Part 1 of *Orchestrating Outcomes*, Tsu Rasolonjatovo, Former Director of Global Logistics Transformation at Elanco, explores key global challenges, including sustainability, regulatory complexity, and the critical role of technology in creating resilient and efficient supply chains. Discover his unique insights into the future of logistics, from improving access to medicines in underserved regions to leveraging digital platforms for better decision-making.

- Chapter 1: Career Journey and Global Perspective [00:10]
- Chapter 2: Four Pillars of Healthcare Logistics Challenges and Opportunities [03:39]
- Chapter 3: Investment in Digital Tools and the Future of Supply Chain Technology [10:23]
- Chapter 4: Comparing Supply Chain Maturity Across Industries [17:16]
- Chapter 5: Case Studies in Supply Chain Digitalization [24:00]

Tsu Rasolonjatovo on Digital Innovation, Sustainability, and Redefining Healthcare Supply Chains - Part 2

(24 minute watch) Trust and transparency are the foundations of successful healthcare logistics. In Part 2, Rasolonjatovo shares how companies can foster

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stronger partnerships with 3PLs and 4PLs through digital integration and data visibility. From reducing complexity with advanced connectivity tools to embracing sustainable practices that drive efficiency, Rasolonjatovo provides actionable insights for building resilient and innovative supply chains. He also highlights the critical importance of continuous improvement in developing high-performing logistics networks.

- Chapter 6: The Power of Digital Connectivity [00:10]
- Chapter 7: Building Trust and Transparency with 3PLs and 4PLs [03:33]
- Chapter 8: Four Levels of Digital Integration [09:52]
- Chapter 9: Sustainability in Action [18:48]
- Chapter 10: Encouraging the Next Generation [22:32]

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Orchestrating Outcomes: Driving Digitalization and Patient-Centric Innovation in Pharma Supply Chain Logistics

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