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Orchestrating Outcomes: Redefining Pharma Distribution Through Digitalization, AI, and Direct-to-Provider Models

Featuring Blake Powers, CEO of Medigi

The pharmaceutical supply chain is undergoing rapid change—and digitalization is playing a pivotal role in transforming how certain therapies move from manufacturers to healthcare providers.

In this episode of **Orchestrating Outcomes**, Blake Powers, CEO of Medigi, shares how his team is helping drug manufacturers adopt direct distribution models that reduce complexity, improve access, and bring visibility to the flow of products across the supply chain. He explains how economic pressures, rising channel fees, and the need for faster commercialization are pushing companies to explore alternatives to traditional distribution—particularly for specialty therapies that require tight coordination with pharmacies, hospitals, and clinics.

Powers also discusses how Medigi is using AI to streamline operations and automate manual tasks, and how digital platforms like TraceLink's MINT for Commerce are enabling real-time data exchange across supply chain partners. From DSCSA compliance to inventory synchronization and ASN transmission, these integrations are helping to eliminate delays, improve data accuracy, and support the next wave of supply chain digitalization.

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Key Topics:

- **The Rise of Direct Distribution Models**
- **Smarter Supply Chains Through AI and Automation**
- **Orchestrating Order and Fulfillment Data in the Supply Chain**
- **Delivering Accurate Data in Real Time**
- **Redefining Pharma Distribution Through Digitalization, AI, and Direct-to-Provider Models: The Complete Interview with Blake Powers**

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

The Rise of Direct Distribution Models

Blake Powers, CEO of Medigi, explains the growing shift toward direct distribution models in the pharmaceutical industry, driven by rising channel fees, supply challenges, and pressure on gross-to-net revenue. While traditional wholesalers still play a critical role, Powers notes that for certain products—especially specialty therapies used in specific clinical settings—direct models can streamline ordering, improve visibility, and enhance affordability for providers and patients alike.

Smarter Supply Chains Through AI and Automation

Medigi is harnessing AI to automate repetitive tasks, improve operational efficiency, and deliver a better experience for customers and partners. From boosting product data accuracy and shipment tracking to streamlining file formatting, AI has become a powerful tool that helps the team work faster and smarter. Rather than replacing people, it’s allowing employees to focus on more

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strategic, high-value work—driving better outcomes for pharmacists, manufacturers, and healthcare providers.

Orchestrating Order and Fulfillment Data in the Supply Chain

As part of the broader push toward supply chain digitalization, Medigi enables manufacturers and healthcare providers to exchange order and fulfillment data in real time—without the need for intermediaries to take physical possession of goods. Manufacturers maintain full control over pricing and availability, while providers can order from multiple suppliers through a single, streamlined interface. The digital model supports accurate tracking, consolidated invoicing, and flexible fulfillment across complex healthcare networks.

Delivering Accurate Data in Real Time

Accurate, real-time data exchange is essential for effective supply chain digitalization, especially as manufacturers, 3PLs, and healthcare providers coordinate the movement of pharmaceuticals. Medigi automates inventory updates and leverages digital integration to ensure timely processing of orders, shipments, and invoices. Powers highlights TraceLink—and its MINT for Commerce solution—as a key enabler of this real-time orchestration, helping Medigi eliminate manual delays and support seamless, efficient order fulfillment across the supply chain.

Redefining Pharma Distribution Through Digitalization, AI, and Direct-to-Provider Models: The Complete Interview with Blake Powers

Watch as Blake Powers, CEO of Medigi, explores how digital tools are redefining

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pharmaceutical distribution—from direct-to-provider models and AI-powered automation, to real-time data exchange and regulatory compliance. Drawing on Medigi's experience across hospital networks and pharmacy channels, he shares how the company is helping manufacturers modernize order processing, streamline fulfillment, and respond to growing demands for supply chain agility and transparency.

- Chapter 1: Introduction to Blake Powers and Medigi (01:55)
- Chapter 2: The Rise of Direct Distribution Models (07:42)
- Chapter 3: Smarter Supply Chains Through AI and Automation (15:12)
- Chapter 4: Orchestrating Order and Fulfillment Data in the Supply Chain (20:09)
- Chapter 5: Delivering Accurate Data in Real Time (25:25)
- Chapter 6: Looking Ahead: What's Next for Medigi (29:51)

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Fill out the form to schedule a meeting now.

Thank you! We will contact you soon!

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