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How RSM Helps Pharma Companies Move Beyond Point-to-Point Integration with TraceLink MINT



As digital transformation accelerates across life sciences and healthcare, companies are under growing pressure to reduce manual processes, improve visibility, and unlock value from their supply chain data. That's why more organizations are moving beyond point-to-point integrations and embracing multi-enterprise solutions.

Jeannette Brzozowski, Manager in the Healthcare Technology Consulting practice at RSM, shares how her team helps clients implement TraceLink's track and trace and **MINT** solutions. From guiding investment decisions to streamlining data exchange and enabling more strategic use of **serialization data**, she explains how digital tools—and AI—are creating new opportunities for operational efficiency and patient safety.

Key Takeaways:

- Companies are shifting digital investments toward tools that deliver cost savings, visibility, and downstream impact.
- TraceLink's MINT enables better data flow between internal systems and external partners, moving clients beyond point-to-point integration.

- AI has a near-term role to play in eliminating manual processing of POs and invoices, driving efficiency across pharma and healthcare operations.

Watch the full interview to hear how RSM is helping life sciences companies unlock efficiency and innovation with TraceLink.

Video Highlights:

00:30 - Can you give us some background on RSM and your role there?

00:48 - How are pharma and healthcare companies shifting their digital investment strategies?

01:32 - Why are organizations moving away from point-to-point integrations with supply chain partners?

02:24 - What's next in the use of digital traceability data?

03:04 - What role can AI play in reducing operational inefficiencies?

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