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Home
Resources
Resource Center

Orchestrating Outcomes: Transforming Pharma Logistics with Digitalization and a Network-Based Supply Chain

Featuring Ateh Atabong, Senior Product Manager,
Healthcare at DSV



When information flows seamlessly across your partner network, every shipment stays on track—time- and temperature-sensitive medicines arrive safely, waste drops dramatically, and teams respond in minutes instead of days.

In this **Orchestrating Outcomes** podcast, Ateh Atabong, Senior Product Manager, Healthcare at DSV, breaks down the root causes of today's supply chain friction—disconnected systems, manual handoffs, and uneven digital maturity that slow progress across the network. He explains how adopting a network model and digitalizing information flow enables shared visibility, faster decision-making, stronger deviation handling, and smarter stock planning from warehouse to patient.

Ateh also looks ahead: mounting cost pressures, evolving regulations, and rising expectations from providers and patients are accelerating the shift toward data-driven orchestration. He argues that logistics is an essential service within healthcare—and that linking stakeholders on common data and processes is central to reducing waste, safeguarding quality, and improving service levels across regions and transport modes.

Key Topics:

- **Challenges of Disconnected Systems**
- **The Positive Impact of a Digital Supply Chain**
- **The Power of a Network-Based Supply Chain**
- **The Future of Digital Pharma Supply Chains**
- **Essential Services for Patients and Society**
- **Transforming Pharma Logistics with Digitalization and a Network-Based Supply Chain: The Complete Interview with Ateh Atabong**

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

Challenges of Disconnected Systems



When every partner in the supply chain runs on different systems, even small deviations can quickly escalate. In this clip, Ateh Atabong, Senior Product Manager, Healthcare at DSV, describes how fragmented IT infrastructures and manual communication create friction, leading to delays, errors, and inefficiencies that keep critical data siloed and real-time visibility out of reach.

The Positive Impact of a Digital Supply Chain



A fully digitalized supply chain doesn't just improve efficiency—it protects patients, reduces waste, and drives smarter decisions. Ateh explains how real-time data visibility can transform logistics from warehouse to patient. With accurate information on transport conditions, stock levels, and usage patterns, organizations can deliver medicines more reliably and reduce costly

waste—helping to prevent the 25-30% of products currently lost to supply chain inefficiencies.

The Power of a Network-Based Supply Chain



A true network-based supply chain eliminates the inefficiencies of point-to-point integrations and delivers the visibility companies need to act with speed and confidence. In this clip, Ateh explains how a global “integrate once” model provides consistent access to data across partners, regions, and transport modes—helping organizations respond instantly when disruptions occur. Citing real-world examples, he shows how this approach enables companies to maintain product quality, optimize routes, and move critical medicines wherever they’re needed most, even in times of crisis.

The Future of Digital Pharma Supply Chains



The pharmaceutical supply chain is evolving—but lasting progress depends on mindset as much as technology. Ateh reflects on why life sciences has lagged behind other industries in digitalization and what must change for it to advance, pointing to cost pressures, regulatory demands, and rising patient expectations as catalysts for greater transparency and collaboration.

Essential Services for Patients and Society



Every link in the healthcare supply chain plays a vital role in protecting

patients—and the industry’s future depends on recognizing that shared purpose. In this clip, Ateh calls for a stronger sense of unity across logistics, manufacturing, and healthcare organizations, urging them to view supply chain as an essential service that underpins global health. He highlights how greater transparency, collaboration, and pride in this mission can help the industry serve patients and society more effectively.

Transforming Pharma Logistics with Digitalization and a Network-Based Supply Chain: The Complete Interview with Ateh Atabong



Digitalization is reshaping how medicines move through the healthcare supply chain—but progress comes with challenges. In this conversation, Ateh Atabong, Senior Product Manager, Healthcare at DSV and a trained pharmacist, discusses the friction caused by disconnected systems, manual processes, and varying digital maturity across partners. He also explains how a network-based approach can overcome these barriers, improving visibility, collaboration, and resilience to ensure that life-saving medicines reach patients safely and efficiently.

- Chapter 1: Introduction to Ateh Atabong (00:13)
- Chapter 2: Challenges of Disconnected Systems (06:21)
- Chapter 3: The Positive Impact of a Digital Supply Chain (09:00)
- Chapter 4: Challenges in Scaling a Digital Supply Chain (11:25)
- Chapter 5: The Power of a Network-Based Supply Chain (15:57)
- Chapter 6: Collaborating to Improve Patient Outcomes (20:54)
- Chapter 7: The Future of Digital Pharma Supply Chains (25:25)
- Chapter 8: Essential Services for Patients and Society (30:07)

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