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# The Obstacles to End-to-End Visibility in the Pharma Supply Chain

The Obstacles to End-to-End Visibility  
in the Pharma Supply Chain

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NETWORK FOR GREATER GOOD

## Key Takeaways

- One of the biggest challenges facing pharma companies today is achieving end-to-end supply chain visibility.
- The supply chain team needs full visibility to avoid or mitigate disruptions and ensure products are delivered to patients on time, in full.



TraceLink Digital Transformation Strategist Roddy Martin talks about the importance of achieving end-to-end pharma supply chain visibility.

**Transcript:**

One of the real challenges in the transformation of the supply chain is around product visibility.

Although we've tracked-and-traced and regulated the flow of a product because of regulatory requirements, we don't necessarily have proof of unique identity and unique chain of custody of a product flowing through the supply chain.

This has traditionally been dealt with by the quality and compliance teams in an organization, not by the supply chain.

Ultimately, **the supply chain needs visibility** of the end-to-end flow of a product in order to ascertain where is the product on its journey from where the product is made in the network around product supply all the way into the patient's hands.

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