

RESOURCES

[Home](#)

The Benefits of Improved Visibility in the Pharmaceutical Supply Chain

The Benefits of Improved Visibility
in the Pharmaceutical Supply Chain

tracelink
NETWORK FOR GREATER GOOD

Key Takeaways

- A digital supply network can improve supply chain visibility and empower pharmaceutical companies to create demand forecasts based on leading—as opposed to lagging—indicators.
- Improved supply chain visibility can also help you build a more patient-centric supply chain.



What will it take to increase pharma supply chain visibility and improve demand forecast accuracy? TraceLink's Roddy Martin explains in this quick video.

Transcript:

Most supply chains have traditionally operated off lagging indicators, which means it's historical data. It's things that have happened already.

What's really exciting is that with a platform like the Digital Network Platform, we're exchanging data between real-time partners and networks, so we can move from this terrible lagging-indicator network to a network where we're much closer to real-time and leading.

This is really important because ultimately this is a patient-centric network and we're **driving patient outcomes.**

We don't need any source of discrepancy or any source of bad data or time lags, which get in the way of orchestrating the desired outcome with patients.

Return to: [Agile Supply Chain Insights](#)

Video

Supply Chain Collaboration

Supply Chain Digitalization

,

Supply Chain

Subscribe to Agile Supply Chain Insights

Stay informed with the latest patient-centric agile supply chain thought leadership content.

SUBSCRIBE

Subscribe to Agile Supply Chain Insights

Stay informed with the latest patient-centric agile supply chain thought leadership content.