

THE ROLE OF TECHNOLOGY IN OPTIMIZING THE PHARMACEUTICAL SUPPLY CHAIN

Understanding the Pharma Industry



The Pharmaceutical industry has seen exponential growth over the past decade, with revenue totalling upwards of \$ 1.25 trillion in 2019

This extensive growth has resulted in a rising number of challenges

MARKET SHIFT TO PATIENT-CENTRIC HEALTHCARE

EXPIRING DRUG PATENTS - THE 'PATENT CLIFF'

INCREASED COUNTERFEIT DRUG PRODUCTION

RISING DRUG PRICES



DID YOU KNOW ?

A 2019 report by the FDA indicated over 60% of shortages from 2013 to 2017 could be linked to manufacturer's quality issues

In order to minimize quality issues and address the challenges described above, leaders in the Pharma Industry are leveraging modern technologies to stay ahead of the curve.

Here are some of the top ways technology is being used to help businesses optimize their supply chain

Visual analytics and reporting

Improved customer experience

Real-time & end-to-end supply chain visibility

Optimized inventories with the least stock-out situations.

Collaboration with the Pharma value chain.

Higher margins through smarter channel allocations for an increasing share in the market