Orchestrating Collective Intelligence for Product Recalls, Verification, and Other Supply Chain Scenarios

Paul G. Dionne
Business Manager,
Supply Chain Intelligence Products

futurelink

Agenda

- What is Orchestration Intelligence?

- Origins of network data to create Orchestration Intelligence

- Practical examples

or·ches·tra·tion

/ˌôrkəˈstrāSH(ə)n/

Verb

Coordinate the supply chain to efficiently move pharmaceuticals from manufacturers to consumers.

Synchronize procurement, manufacturing, distribution, and logistics across suppliers, distributors, regulators, and healthcare providers.

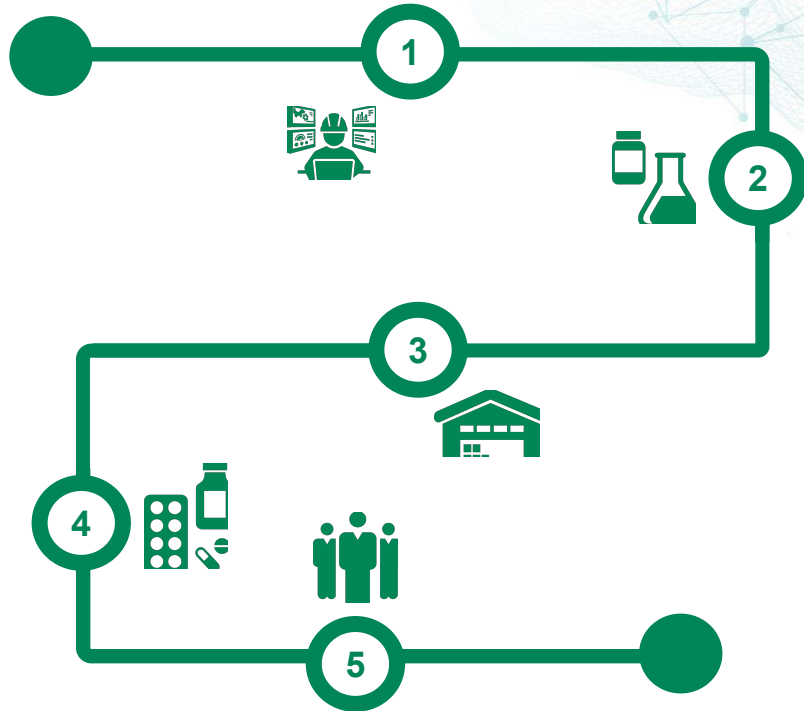Optimize for cost-effective, and secure delivery of medications, enhancing visibility and responsiveness.

3

TraceLink built the Opus Platform to enable you to capitalize on and extend your track-and-trace orchestration investments.

futurelink

Life Journey of a Serialized Product
The Relationship Between Supply Chain Partners and Patients

1. **Born and placed on product**

2. **Shipped from Manufacturer through 3PL**

3. **Housed at Wholesale Distributor**

4. **Shipped to Pharmacy**

5. **Dispensed to Patient**

Life Journey of a Serialized Product

Every step in its life generates new data available for key insights

Where did I come from?

What's my identity?

Where am I going?

Where am I now?

Am I here legally?

Can I enter the facility?

What is my demographic info?

What is my ancestry?

What if I get sick?

What if I am really sick?

What is my profession?

How do I get paid?

Solving Multienterprise Business Challenges Creates Network Data

- Rapidly identify and triage disruptions related to serialized product inventory

- Investigate and verify suspect products

- Efficiently identify recalled product digitally before it is dispensed to a patient

- Link the serialized products to purchase orders, invoices, returns, shipping movements

Managing Serialized Product Disruptions

Enhancing the Orchestration Intelligence Data Set

What Serialization Leaders Have Told Us
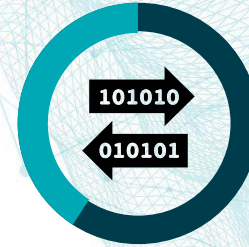*Need Standardized Visibility into Shipments, Lots, and Products*

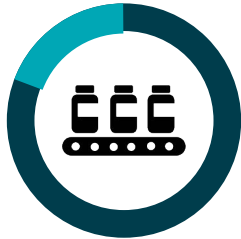**81%**
Want proactive supply chain monitoring

59%
Spend way too much time and effort on manual data analysis

81%
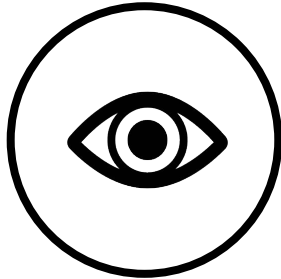Want CMO tracking & monitoring

72%
Want to unlock value of their data for digital transformation

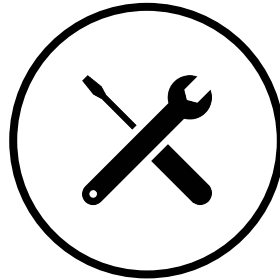# What is Serialized Product Intelligence (SPI)?

Analytics application to ensure timely delivery of serialized medicines while reducing operational costs

- Monitor internal & external serialization activities to ensure smooth operations and avoid mistakes
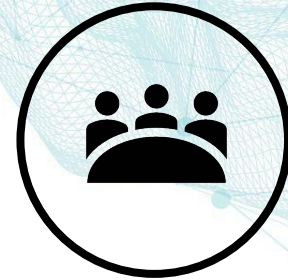
- Resolve issues up to 50% faster to reduce the cost of product delays and disruptions

- Free up resources and avoid the cost of hiring additional employees to support business growth

SUPPLY CHAIN MONITORING

ISSUE RESOLUTION
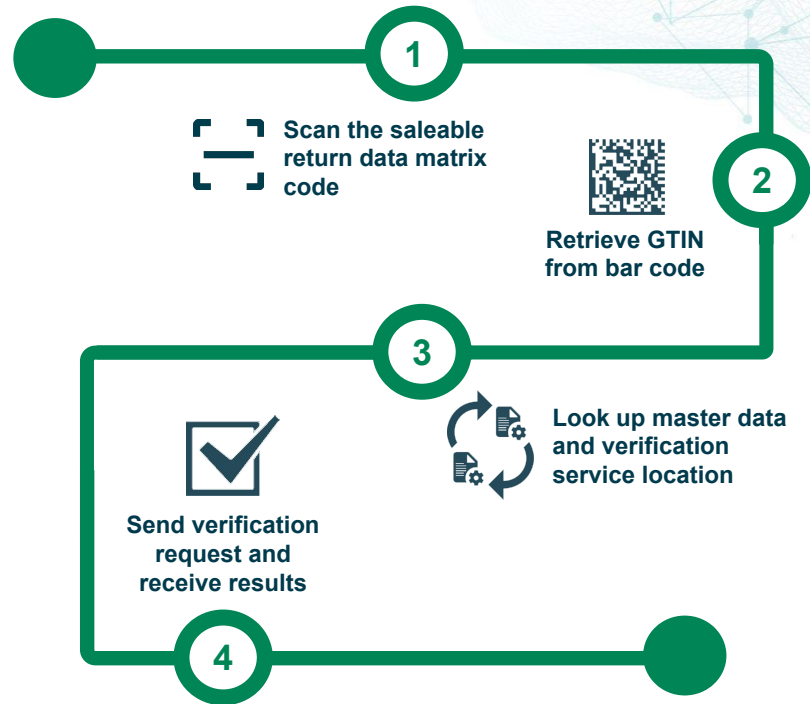
RESOURCE OPTIMIZATION

Tackling Product Investigations & Recalls

Enhancing the Orchestration Intelligence Data Set

Product Information Manager
The Relationship Between Verification & Master Data

1 Scan the saleable return data matrix code

2 Retrieve GTIN from bar code

3 Look up master data and verification service location

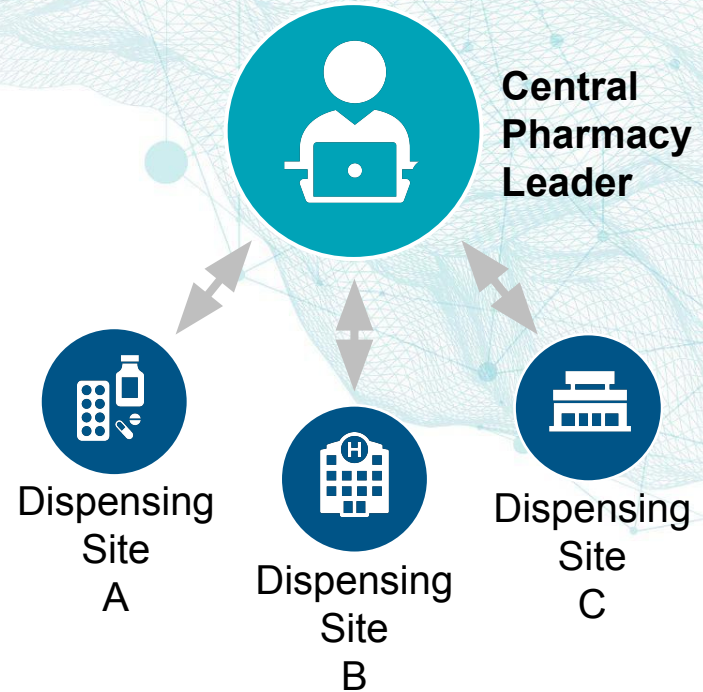**4** Send verification request and receive results

- Saleable returns verification will require access to product GTINs

- GTINs must be accurate to ensure proper lookups

- Incorrect or missing GTINs will result in wholesaler delays

- Manufacturers may receive wholesaler penalty fees for missing or inaccurate GTIN information

Digital Recalls

Pharmacy Leadership Gains Visibility and Collaboration Across Sites

Why is this important?

- Stay informed of recall progress

- Follow up with the right people quickly

- Ensure standard operating processes are being adhered to

Central Pharmacy Leader

Dispensing Site A

Dispensing Site B

Dispensing Site C

Digitalizing End-to-End Transactions

Enhancing the Orchestration Intelligence Data Set

Multienterprise Information Network Tower (MINT)
Digitally Exchanging Transactions and Informing Enterprise Systems

External Manufacturing

- Forecast Planning Schedule
- Forecast Planning Schedule Response
- Purchase Order
- PO Acknowledgement
- Inventory Balance Report
- Inventory Adjustment
- Advance Ship Notice
- Batch Master
- Invoice
- Remittance
- Bill of Materials
- Master Data

Direct Supply

- Forecast Planning Schedule
- Forecast Planning Schedule Response
- Purchase Order
- PO Acknowledgement
- Advance Ship Notice
- Invoice
- Remittance

Third-Party Logistics

- Inventory Balance Report
- Inventory Adjustment
- Warehouse Stock Transfer and Receipt Advice
- Warehouse Shipping Orders and Advice
- Advance Ship Notice

Clinical Supply

- Inventory Balance Report Request
- Inventory Balance Report
- Inventory Adjustment (Release Status)
- Inventory Adjustment (Kit Status Change)
- Shipping Order and Acknowledgment
- Shipping Advice
- Advance Ship Notice
- Receiving Advice
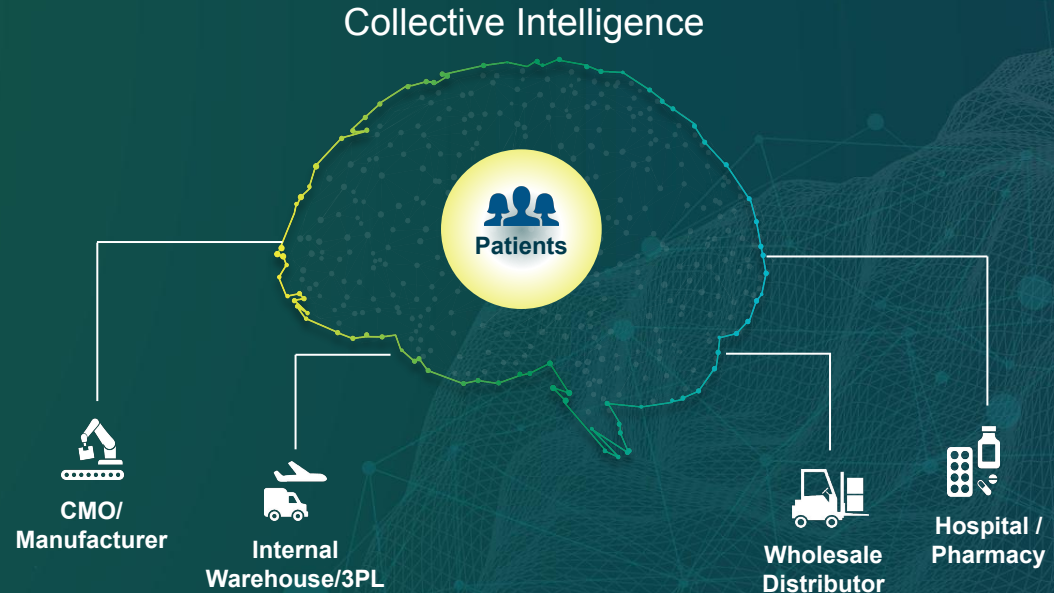- Dispensing Advice

Commerce

- Price Authorization Acknowledgement
- Product Transfer Account Adjustment
- Response to Product Transfer Account Adjustments
- Price/Sales Catalog
- Purchase Order
- PO Acknowledgement
- Advance Ship Notice
- Invoice
- Remittance
- Return Authorization
- Credit/Debit Adjustment
- Product Activity
- Product Transfer and Resale

Digitalizing the supply chain to benefit patients

We Network for:

- Improving supply chain visibility and collaboration

- Enhancing supply chain resiliency and agility

- Ensuring product availability for every patient worldwide

- Eliminating product counterfeits and diversion in all markets

Collective Intelligence

Patients

CMO/ Manufacturer

Internal Warehouse/3PL

Wholesale Distributor

Hospital / Pharmacy

Questions