



Pharmaceutical Supply Chain Vision Study

Technology-led Transparency Drives Resiliency

Current events and a shifting regulatory environment are driving the need for increased transparency across the full pharmaceutical supply chain, from raw materials to patient delivery. Patients want to know more about how their medications are manufactured, handled, stored and transported. Industry decision-makers are looking for solutions to manage the risks of potentially unreliable global supply chains.



Who completely trusts the entities within the pharmaceutical supply chain?



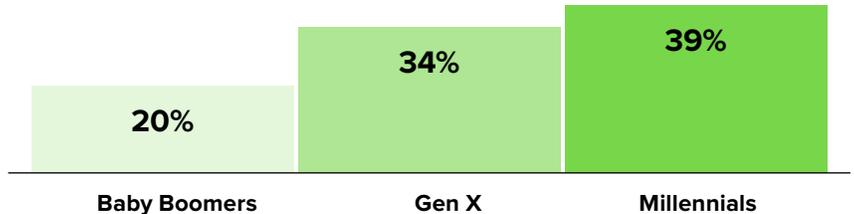
39%
Patients



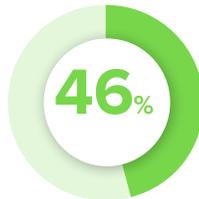
44%
Industry Decision-Makers



Who has changed provider, pharmacy or medication due to a poor experience?



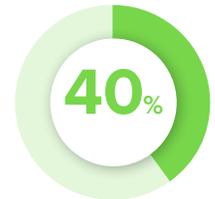
What pharmaceutical supply chain challenges do enterprises face where technology can help?



Preventing substandard, fake or counterfeit medications



Ensuring the right medications are delivered to patients on time and in full



Quality assurance related to shipping, handling and temperature control

Want to learn how technology-led transparency can drive supply chain resiliency? Please visit zebra.com/pharmaceutical to download Zebra's Pharmaceutical Supply Chain Vision Study.

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