



Giovanny Cruz

Customer Services & Analytics Mr.

## Giovanny Cruz

Industrial Engineer, Giovanny Cruz is a specialist in International Logistics Management with 20 years of experience in the Pharmaceutical Sector. He joined Alexion Pharma since 2012 as leader of the logistics process. Currently, Giovanny is the Manager of the Project of Traceability of high-cost medicines for the Colombia Supply Chain.



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Twitter



Giovanny Cruz Hernandez

A world map with a network of glowing blue lines and nodes connecting various geographical locations, symbolizing global connectivity and value networks.

# Traceability the efficiency key in value networks

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05/11/19





Colombia is known for the production of the best coffee in the world, for coal, for its excellent emeralds, for its beautiful flowers and of course, its beautiful women.



- Population: 48 M
- Official languages: Spanish
- Capital: Bogotá DC
- Currency: Colombian Peso (COP)

The Republic of Colombia is located in the northwestern corner of South America;

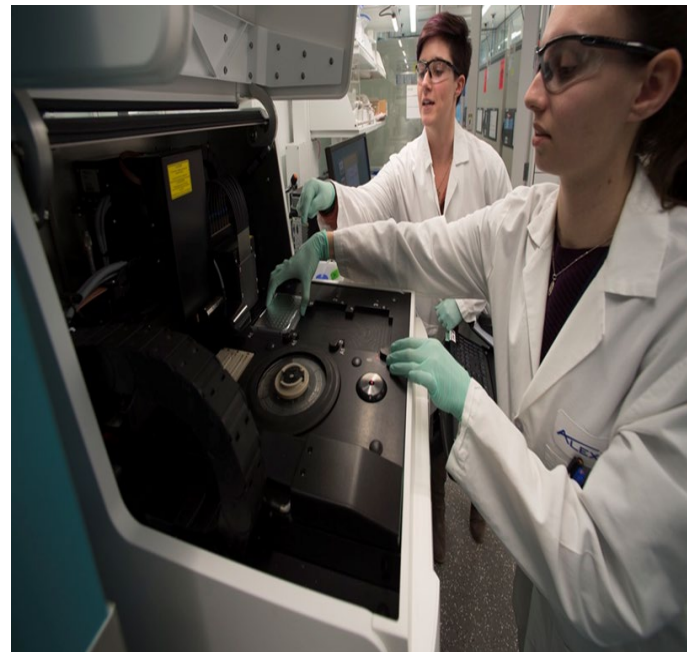


Alexion is a global biopharmaceutical company focused on serving patients and families affected by rare diseases

Recognized as a world leader in biology and complement inhibition for more than 20 years

Alexion has been named to the Forbes list of the World's Most Innovative Companies seven years in a row

Alexion has 3,000 passionate and dedicated employees serving patients in 50 countries around the world.

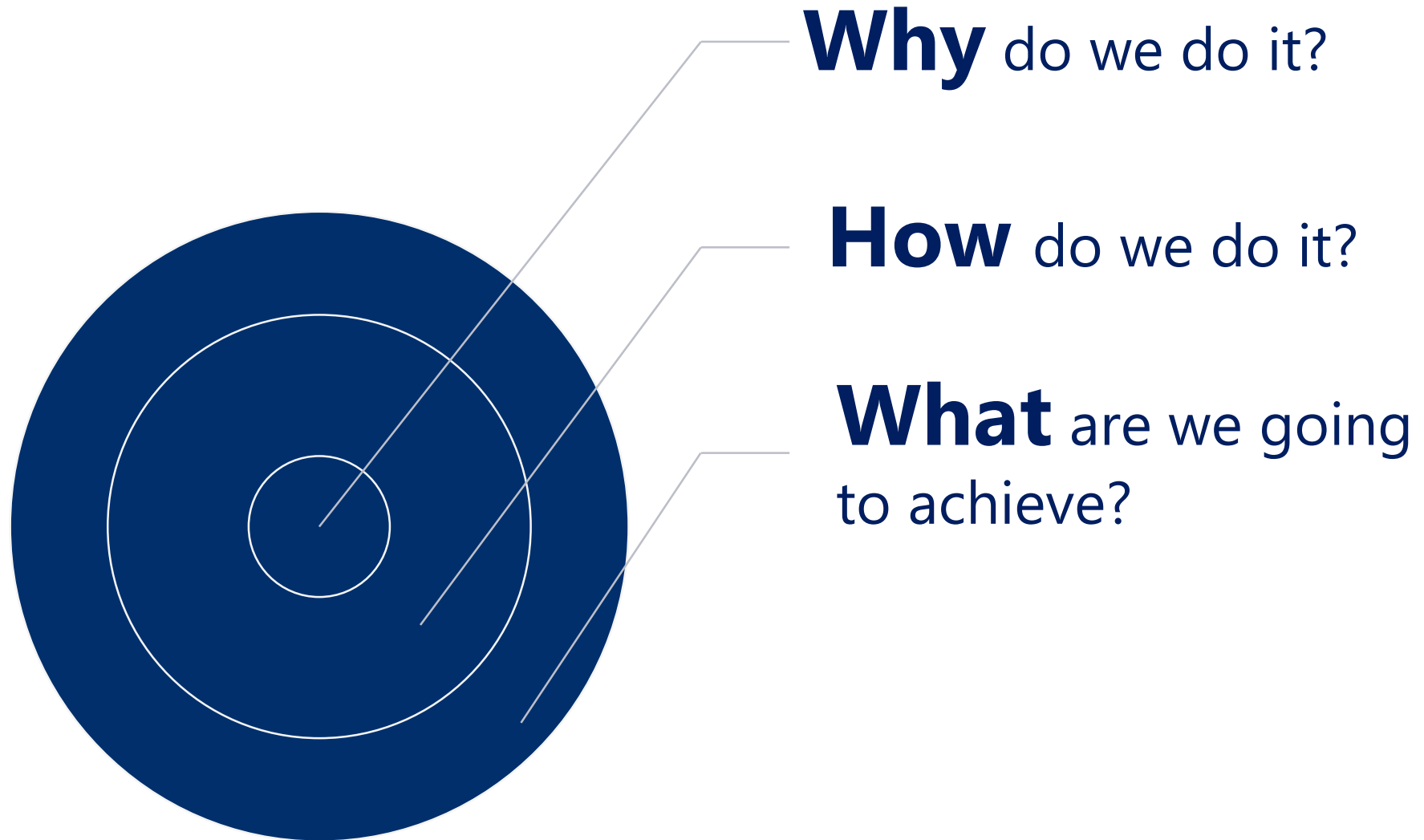


The medicines traceability project sponsored by Alexion seeks to establish a model for capturing information under GS1 standards.

Visibility of the Soliris medicine along the value network.

The model promotes compliance with Colombian standard





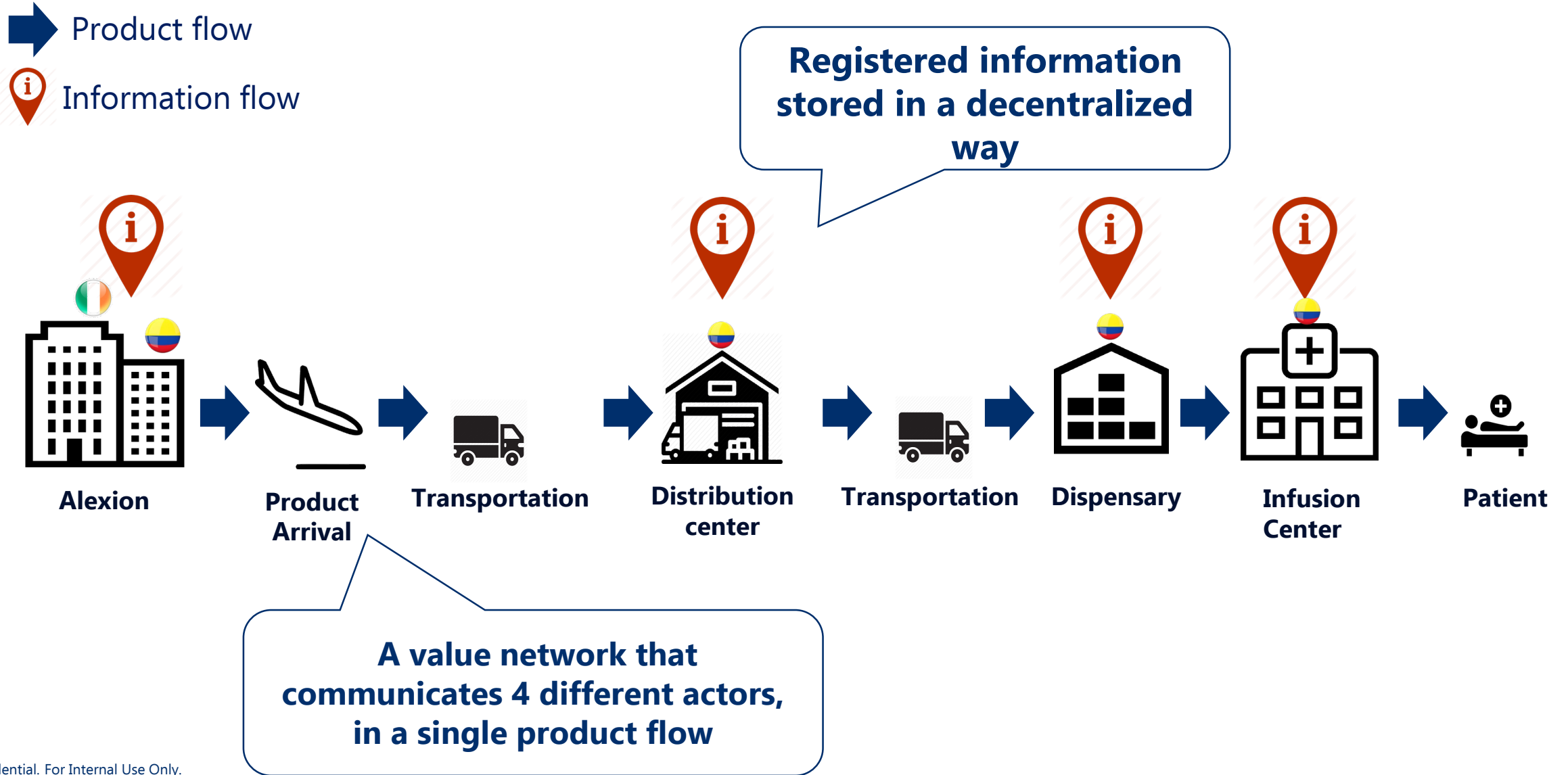


We put patients at the heart of decisions we make.

We collaborate and partner with the world around us to create value for patients.

Between 10% and 15% of medicines are counterfeit around the world. According to the World Health Organization, in Colombia the figure reaches 40%.

Lack of synergy among stakeholders in the value network

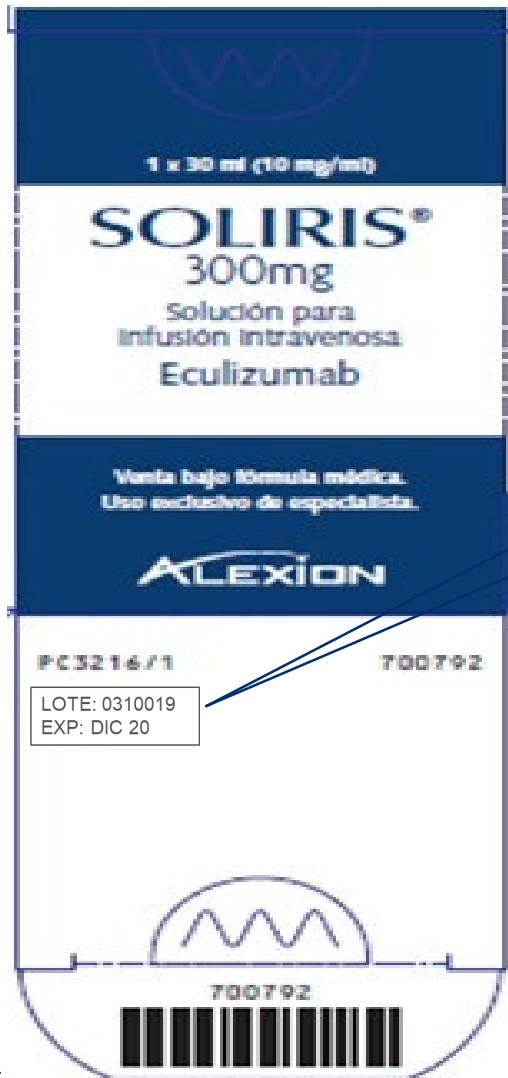






Ensure the correct implementation of medicines traceability with identification, marking and automatic capture of information with Datamatrix technology to support the regulatory framework, which is going to facilitate the counterfeit, smuggling and medicines adulteration control.

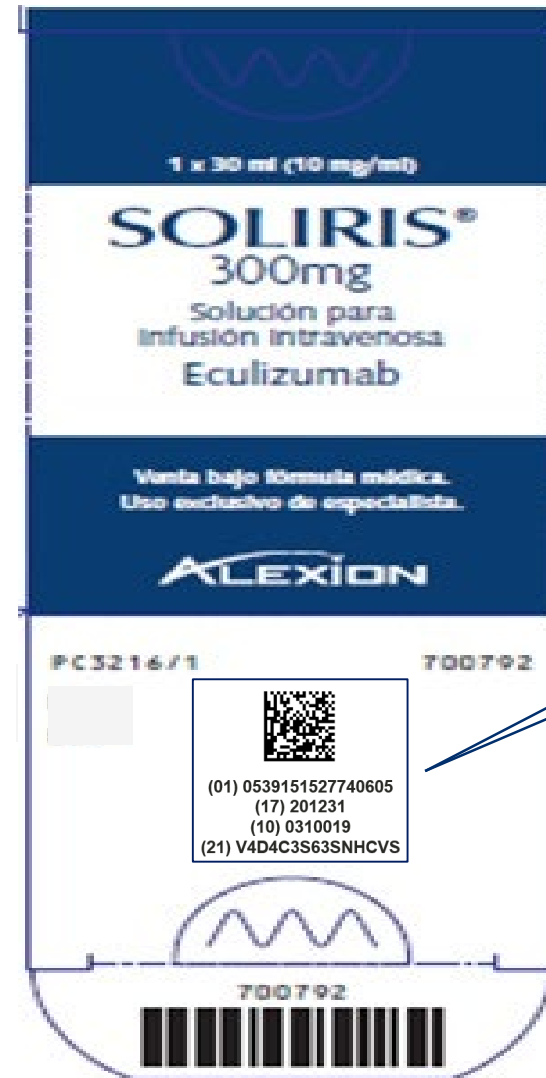
## BEFORE



## 2 Data

LOTE: 0310019  
EXP: DIC 20

## AFTER



## 4 Data

(01) 0539151527740605  
(17) 201231  
(10) 0310019  
(21) V4D4C3S63SNHCVS



**Registered information stored centrally**



**Impact positively on 4 operations**





Medication dispensing



Information management



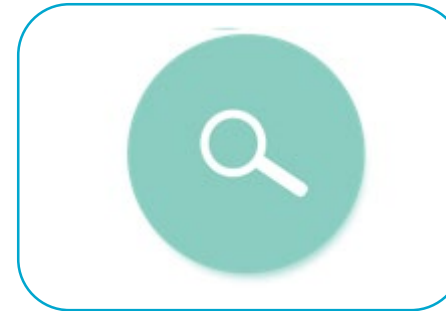
Withdraw medications



Control of medicines to expire



Medicines duplication Control

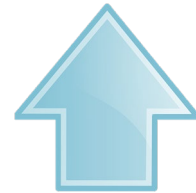


Medication history consultations

We can manage the processes globally, and make critical decisions responding adequately to the needs of the operation and the customer.

# WHAT ARE WE GOING TO ACHIEVE? / BENEFITS RECEIVED

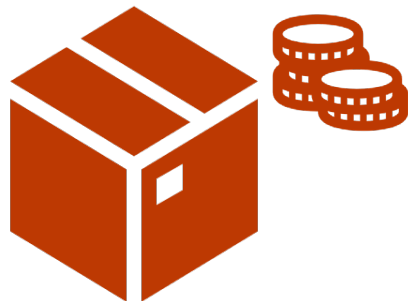
## Visibility



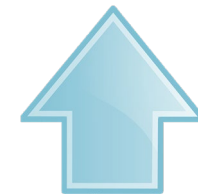
## Theft, smuggling and forgery



## Recall



## Customer satisfaction



Through the construction of the project we understood that, by working in a **collaborative way** and integrating the entire value network, it is possible to **design strategies** applied for the **sustainability of organizations**.

The implementation of a **traceability system** makes the **network safe** thank to the **visibility** of the product, which creates trust with **stakeholders and customers**.





Track the product and the actors' integration platform.



Maintain the technological support in optimal conditions.



Train personnel who interact with the product and the platform.

# Alexion Pharma Colombia SAS

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