

# Medicine Traceability and Verification

## About Reply:

Reply is a leading technology and consulting partner providing end-to-end services across the Microsoft ecosystem. As a global network of specialized companies and a recipient of all six Microsoft partner designations, Reply delivers high-value solutions. With over 800+ certifications and 1500+ consultants dedicated to Microsoft technologies, Reply provides our clients access to repeatable, scalable solutions that maximize their investments in Microsoft technology.

## What we offer

Solidsoft Reply is the global leader in medicines verification technology. Falsified medicines may cause harm to patients and fail to treat diseases effectively. They contribute to antimicrobial resistance and drug-resistant infections. They lead to a loss of confidence in medicines, healthcare providers and health systems. Falsification accounts for losses of around US\$ 200 billion globally and US\$ 30 billion in low and middle income countries (LMICs) where the risk of diversion is higher due to limited governance structures, tools, and technical capacity.

Building on our investment in medicines verification technology, we can offer solutions built on Microsoft Azure to support medicine verification to GS1 standards (EPCIS, CBV, Digital Links) and support traceability throughout the supply chain.



## What our customers are saying

“Our aim is to have end-to-end traceability for all vaccines and through the digitization of public health systems. The TRVST initiative will help countries strengthen supply planning and deliver safe and effective vaccines”

– Thabani Maphosa, Managing Director of Country Programmes, GAVI - The Vaccine Alliance

# Inspired creativity, content, and experiences



## Reimagine healthcare

Reimagine the future of work and delivery of care, advance value-based care to reshape the future of population health, and improve health equity. Discover how organizations are reimagining healthcare and transforming their business to improve population health outcomes and health equity. Reimagine the way you address healthcare challenges.

## Key stats:

How technology is impacting the healthcare industry

### \$200B

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Based on an estimated global counterfeit drug market being worth some 200 billion U.S. dollars, revenue losses due to counterfeits are probably accountable for 13 new drugs not being brought to market every year.

Source: "Estimated number of new drugs lost annually due to counterfeit sales worldwide as of 2020, by scenario", Statista

### \$6.2B

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\$6.2 billion USD lost due to data breaches in the health industry each year, driving security and compliance.

Source: "Rise in Healthcare Breaches Cost Industry \$6.2 Billion," Jacqueline LaPointe, Health IT Security, 2016.

### 14M

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By 2030, providers will suffer from a projected shortage of 14 million workers worldwide.

Source: "Global strategy on human resources for health: Workforce 2030," WHO, 2014.



Reply

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