Redefining Innovation for Pharma and Medical Cannabis Industries

CPHI Middle East

📍 Stand SU.05

About us

At PharmaTrace, we expertly navigate the intersection of technology and healthcare, driving your business toward **success.**

Our core values — ethics, collaboration, and innovation — are not just guiding principles; they are the foundation of everything we do.

But we don't stop at solving problems. We are future architects, equipping you with the insights and tools to shape your path and achieve sustainable growth in your business journey.

PharmaTrace
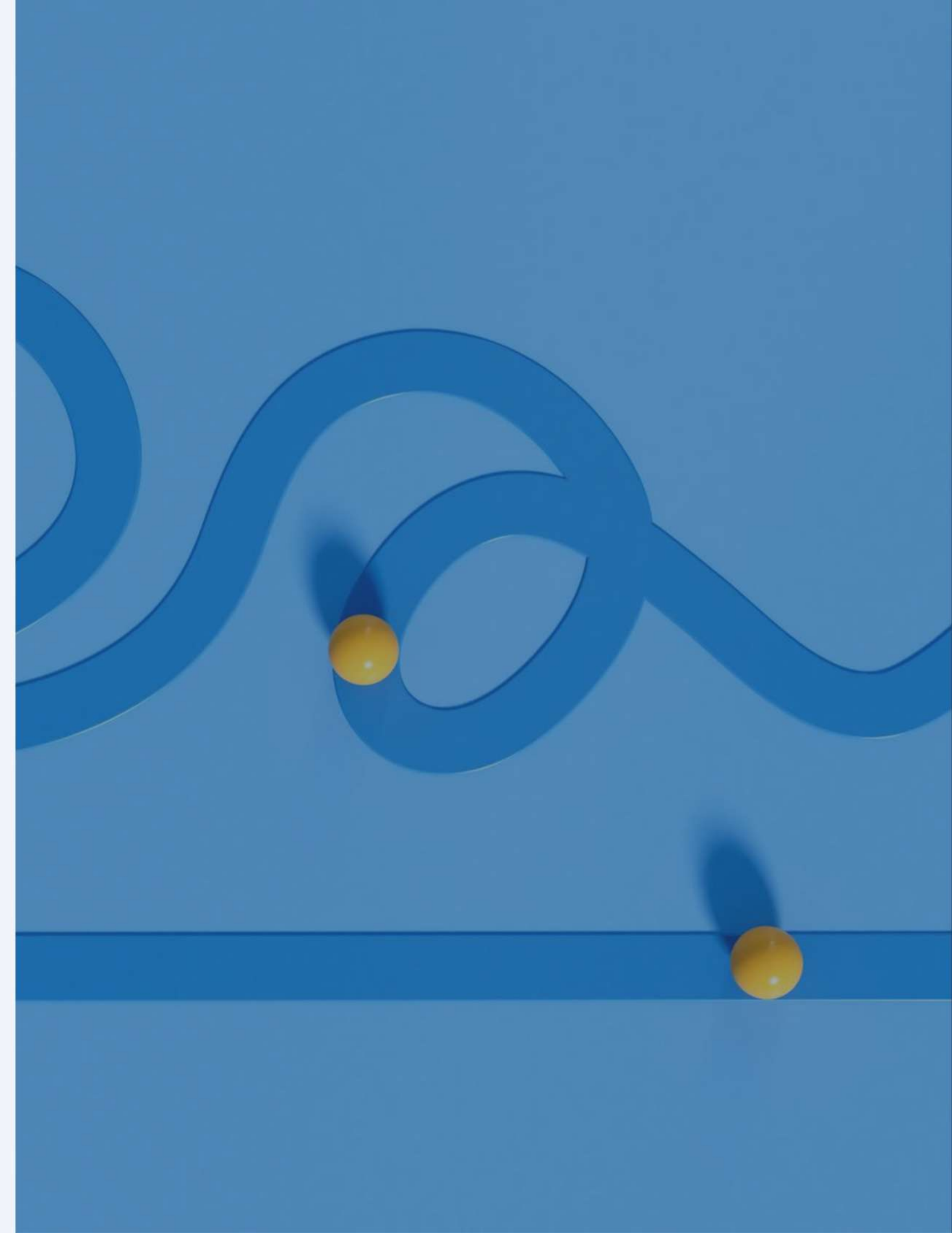
www.pharmatrace.io

Smart Pharma and Healthcare Solutions Powered by Blockchain and AI/ML

PharmaTrace was founded in 2017 with the aim to revolutionize the healthcare industry and to make it a safer and better place for industry insiders and patients

Our mission is to provide tailored, flexible, and fully scalable solutions based on the new technologies that enable healthcare industry stakeholders to enhance transparency, productivity, and collaboration within their networks and with other participants of our ecosystem

> **We listen and we Deliver**

Smart Pharma and Healthcare Solutions Powered by Blockchain and AI/ML
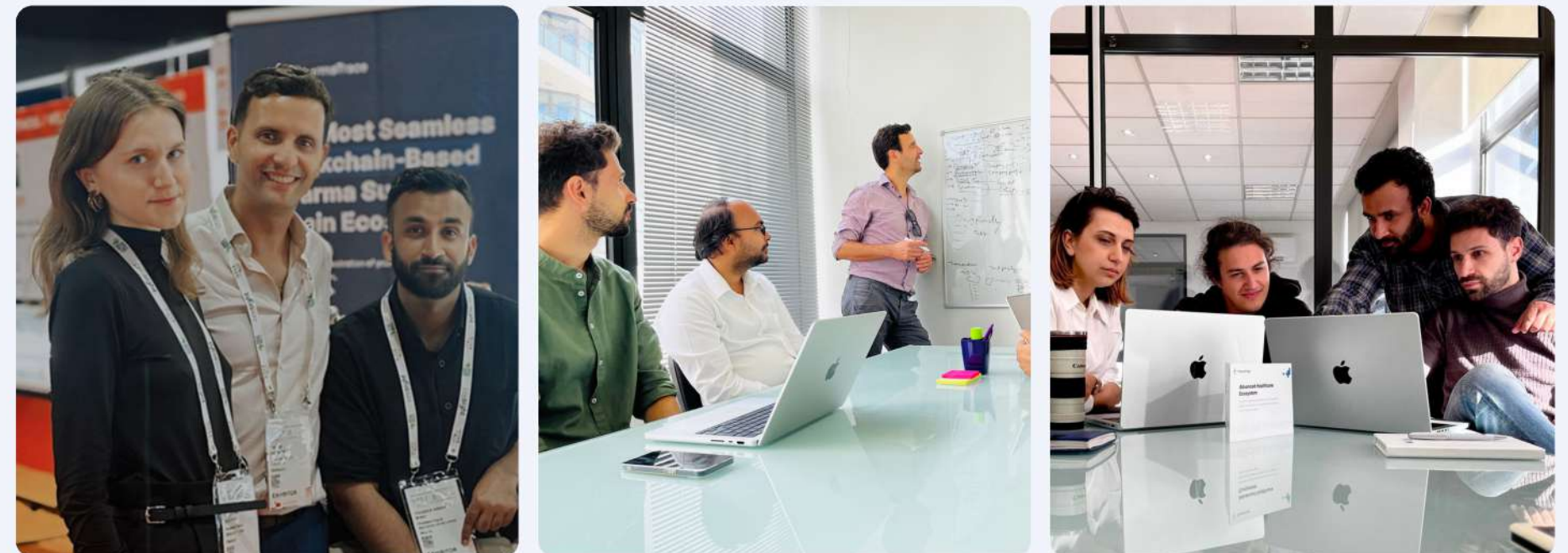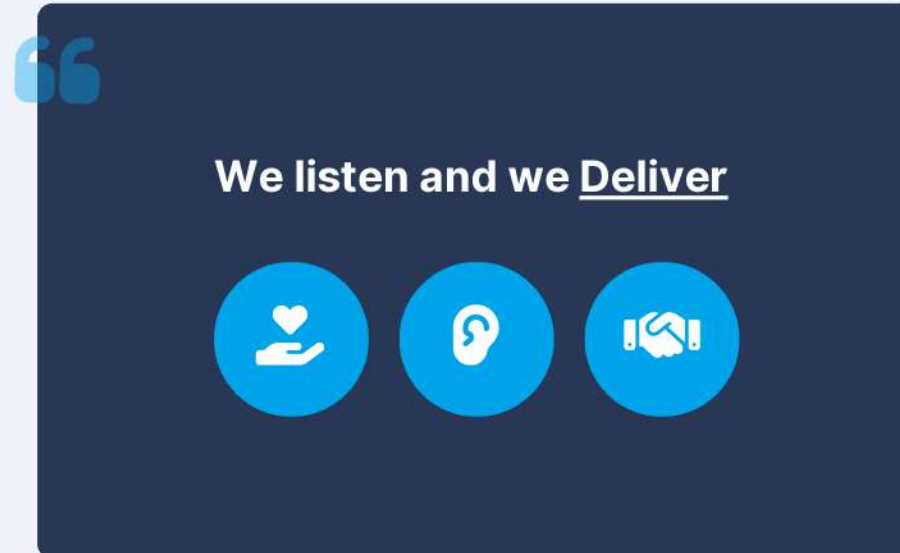
What makes us unique?

We stand out in the competitive landscape through a unique blend of innovation, cost-effectiveness, rapid delivery, and customer choice.

We bridge the tech and business

We are innovative and have years of biotech and pharmaceutical industry expertise. Building up modular Supply chain networks is one of our main assets and know-how

Cost-effectiveness

We design and execute your exact needs while not compromising on state-of-the-art technologies and scalability hidden costs
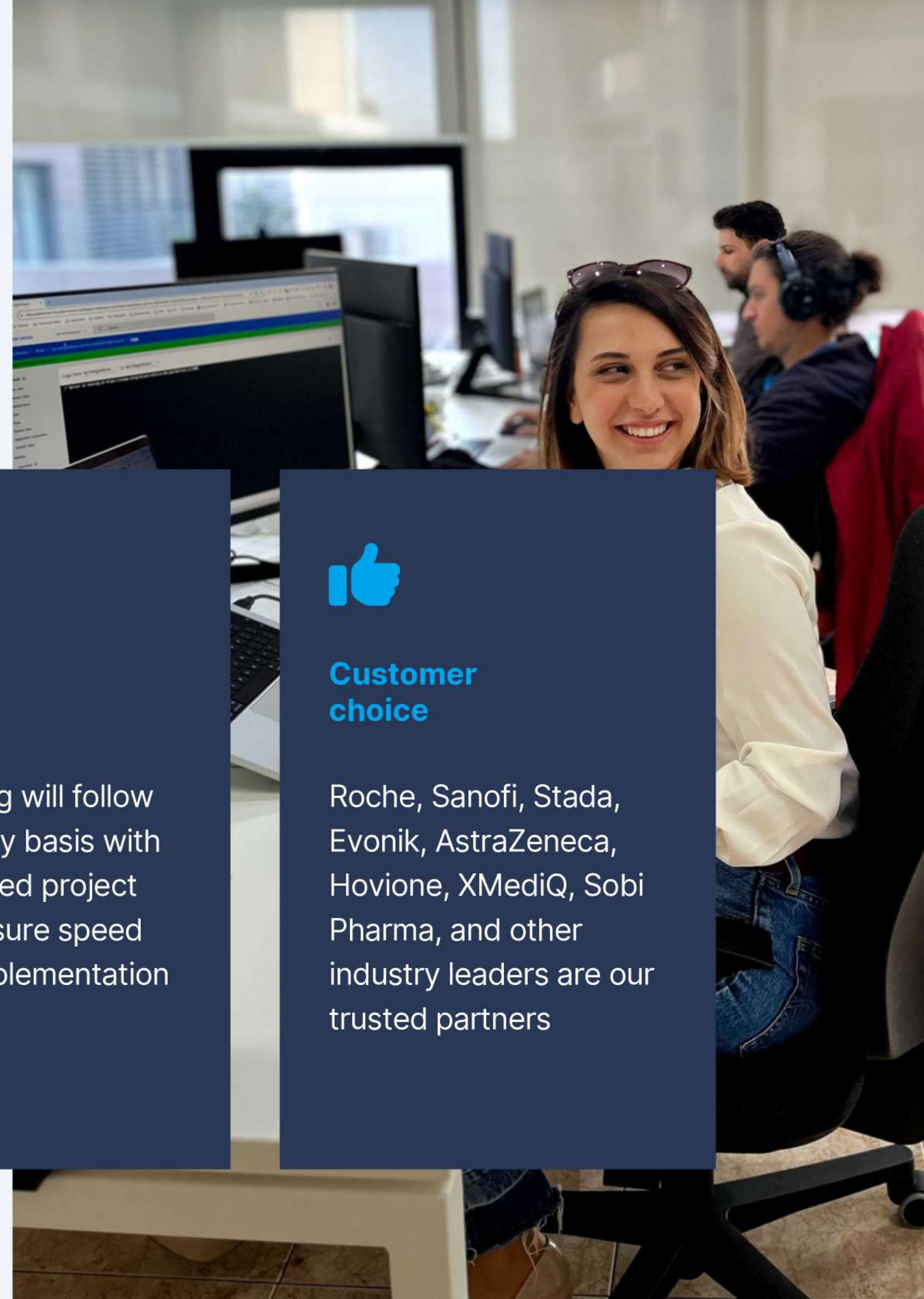
Fast delivery

Our steering will follow up on a daily basis with the dedicated project team to ensure speed and low implementation iterations

Customer choice

Roche, Sanofi, Stada, Evonik, AstraZeneca, Hovione, XMediQ, Sobi Pharma, and other industry leaders are our trusted partners

Empowering Pharma And Medical Cannabis With Digital Innovation

We specialize in guiding healthcare, pharmaceutical, and medical cannabis companies through seamless digital transformation with customized consultation services and innovative solutions. Whether you're optimizing existing systems or adopting cutting-edge technologies, we've got you covered every step of the way.

Our Innovative Solutions

α:one
AI-driven competitive intelligence for informed decision-making and operational efficiency

PharmaTrace
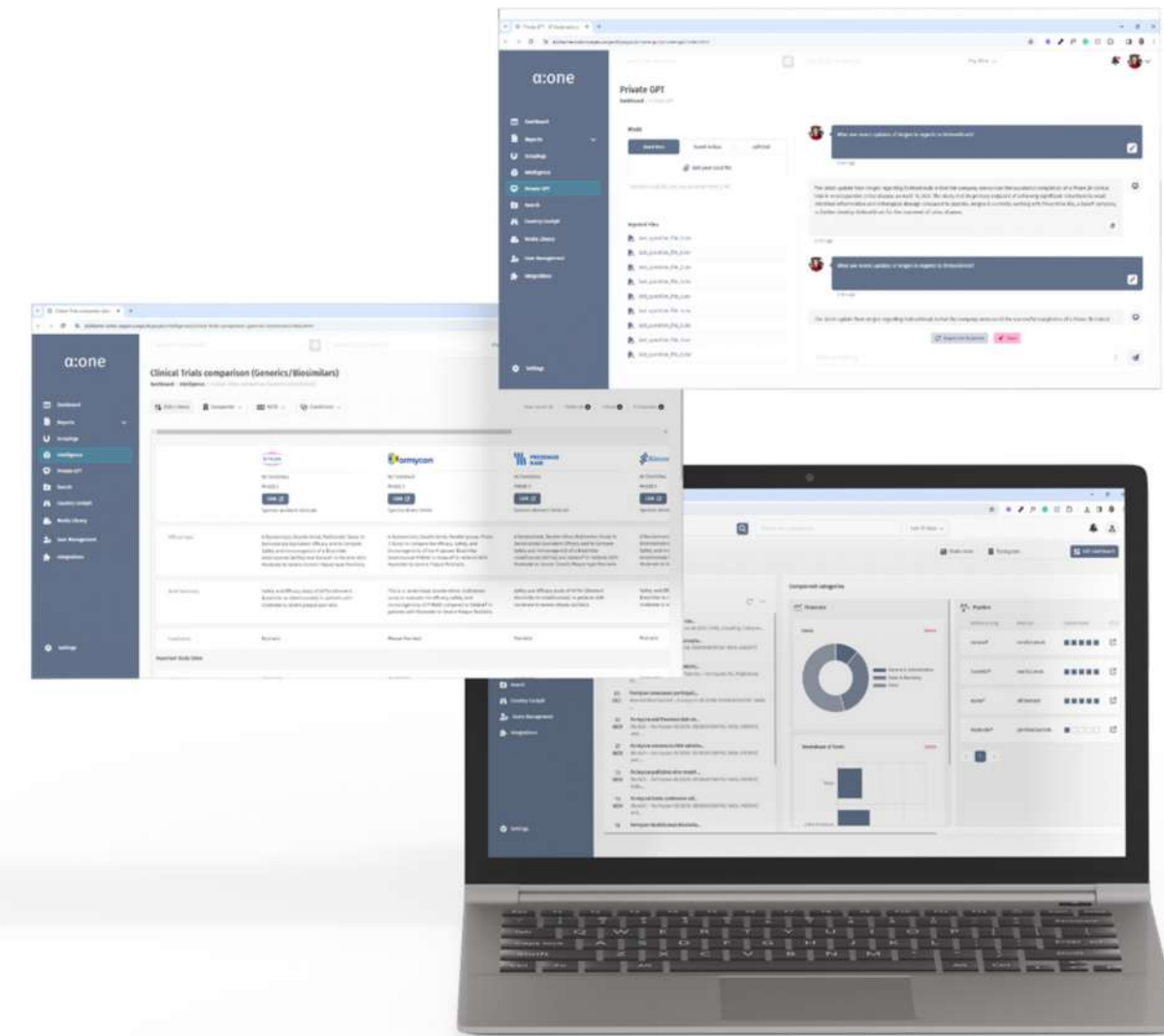Blockchain-powered track-and-trace solution for secure, efficient supply chain management

Tracebis
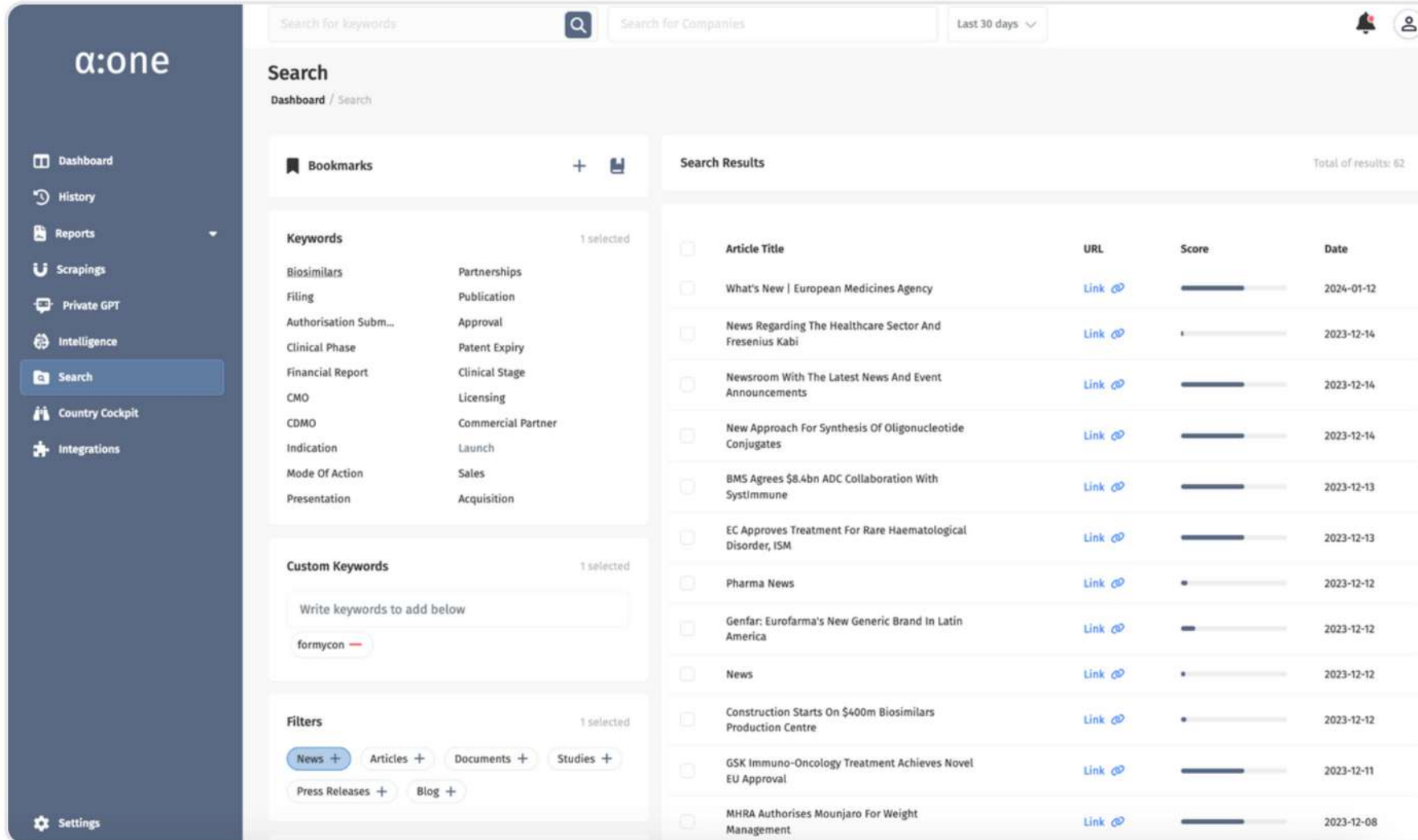Blockchain-powered track-and-trace solution tailored for medical cannabis industry

α:one

All-in-One Competitive Intelligence Platform for Pharma and Healthcare

Key Features

- ✔ AI-powered analytics and private GPT chat

- ✔ Strategic news monitoring with constant data scraping

- ✔ Broad filtering options, bookmarks and watch lists

- ✔ Competitor profiling

- ✔ Competitor pipeline/market assets comparison

- ✔ Deep analysis of the clinical trial landscape

- ✔ KOL mapping and engagement

- ✔ Conference planning tools

- ✔ Customizable dashboards, comprehensive reports, email digest, and easy to use data sharing functionality

Visit website

α:one

Stay ahead with **real-time** data by leveraging our **continuous scraping** technology

Add **custom data sources** and access hundreds of preselected websites/portals

Effortlessly **search** for **specific topics, keywords, and trends** in our robust database

Filter by content type, category, date, keywords, or company

Bookmark articles of interest and create **search lists** to automatically filter and show the data based on preselected criteria
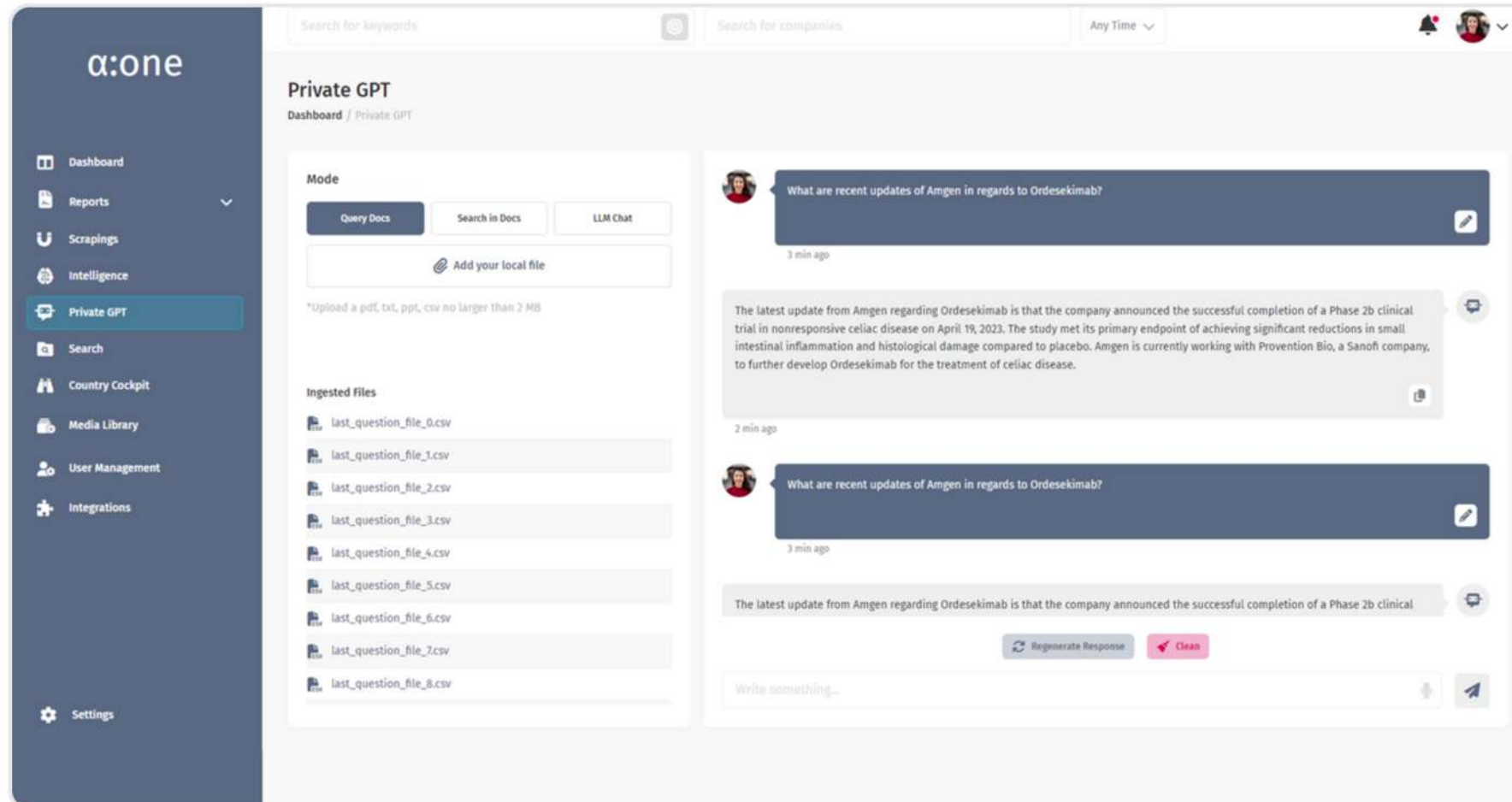
Leverage our **private GPT** for querying and searching local files or scraped data.

Extract relevant topics, speakers, sessions, and key insights from large **conference agenda catalogs.**

Query and analyze data from various **market campaigns** and extract key insights about **competitor strategies** and activities.

Extract competitive insights from **large volumes** of research papers, clinical trial reports, scientific publications, etc

Make data-driven decisions backed by the power of **advanced natural language processing.**

Clinical Trial Intelligence
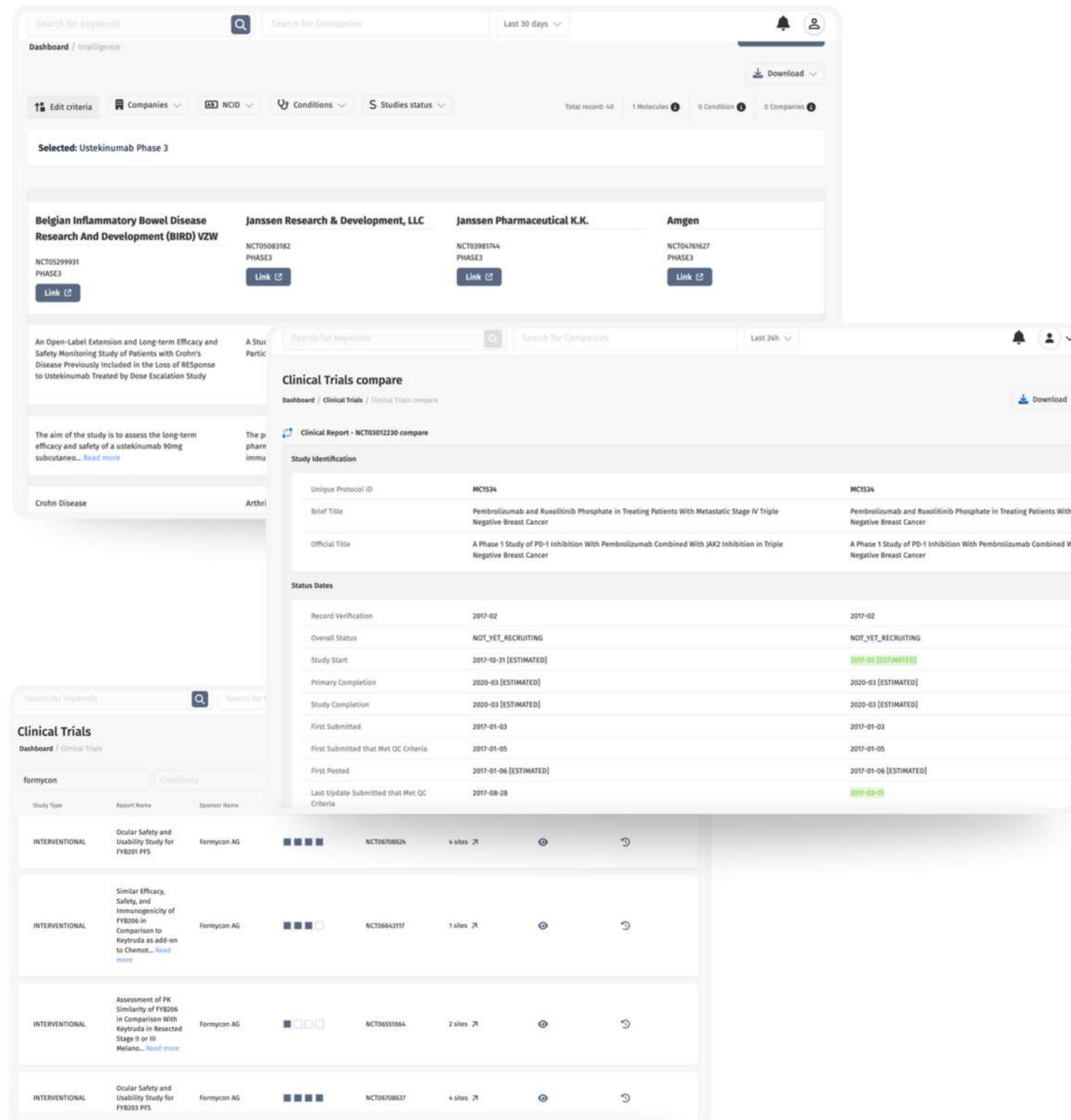
Comprehensive Reports & Updates
Gain access to detailed clinical trial reports with real-time updates delivered in-app and via email notifications, ensuring you never miss critical changes.

Advanced Comparison Tools
Compare clinical trials by sponsor, indication, molecule, or other key parameters with vast filtering options to refine insights.

Streamlined Sharing Options
Share insights and reports effortlessly with team members, enhancing collaboration and decision-making across departments.

Stay Proactive
Set custom alerts for specific trials to track updates and milestones, ensuring timely responses to emerging opportunities or risks.

KOL Engagement Plan

+ Add Stakeholders | + Add Activities | + Assign Member | 📄 Export Plan

Stakeholder Type	Activity	Channel	Timeline	Medical Objective Addressed
Oncologist	Webinars	Email	Q1 2024	Increase awareness of new therapy
Neurologist	Advisory Board Meetings	Social Media	February 2024	Increase awareness of new therapy
Researcher	Conference	Personal Meetings	Q2 2024	Increase awareness of new therapy

Summary

High-Level Goals:
- Increase Awareness: Enhance understanding of our products, clinical trials, and therapeutic solutions among KOLs.
- Foster Collaboration: Engage KOLs in meaningful discussions to gather insights and feedback that will inform product development and strategic decisions.
- Establish Advocacy: Identify and empower KOLs to act as advocates for our therapies within their professional communities.
- Promote Scientific Exchange: Facilitate platforms for KOLs to share and disseminate scientific knowledge through conferences, publications, and advisory boards.

Expected Outcomes:
- Improved Engagement Metrics: Achieve a 20% increase in participation across webinars, advisory boards, and events.
- Actionable Insights: Gather qualitative insights from KOLs to refine product positioning and market strategy.
- Enhanced Relationships: Build long-term trust and credibility with KOLs, resulting in stronger advocacy and alignment with our organizational goals.
- Increased Clinical Trial Enrollment: Use KOLs to increase awareness and recruitment for ongoing and upcoming clinical trials.
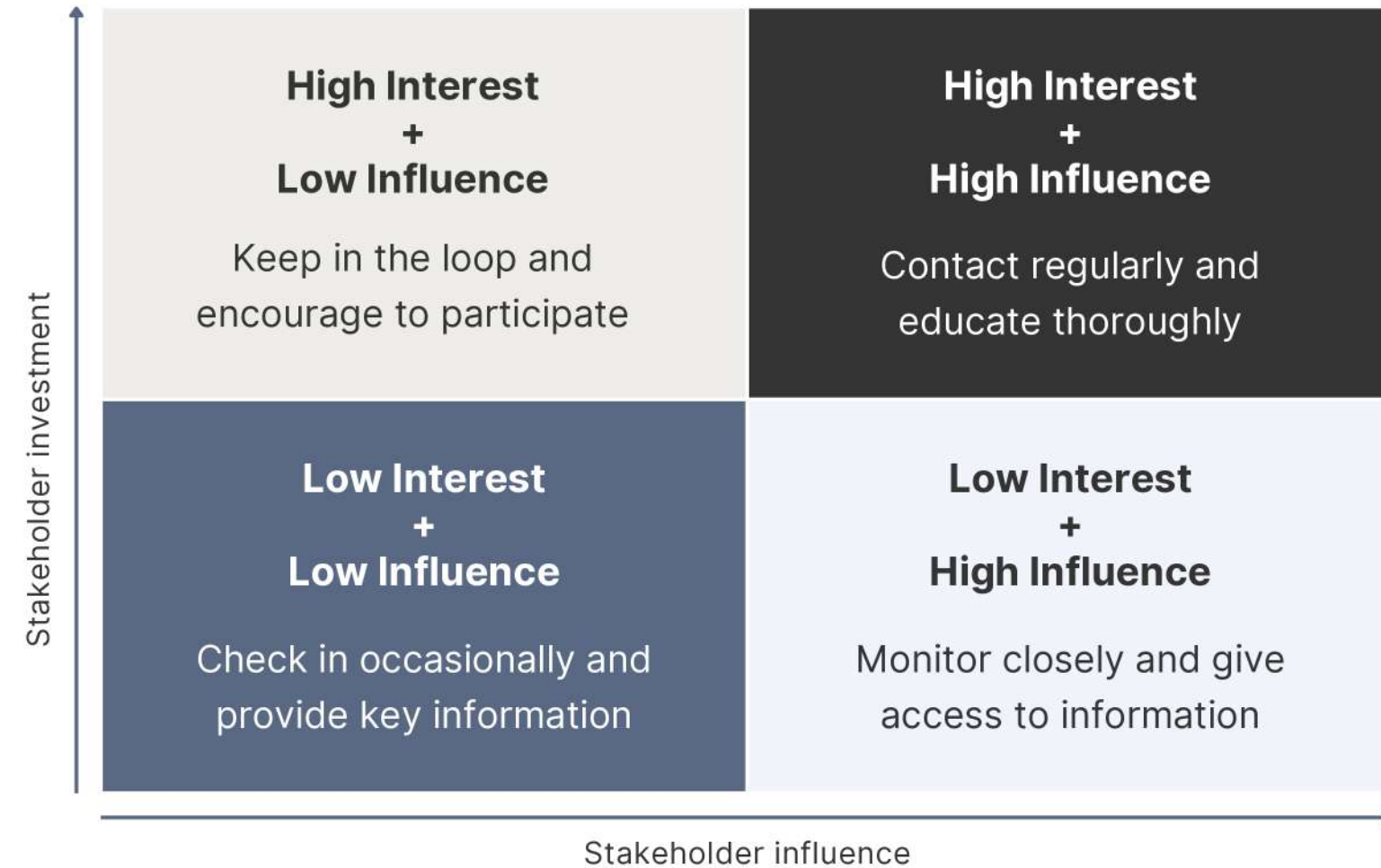
Engagement by Stakeholder Type
- Clinicians 40%
- Researchers 25%
- Healthcare Administrators 15%
- Patient Advocacy Leaders 10%
- Regulatory Advisors 10%

Engagement by Channel
- Email 30%
- In-person Meetings 20%
- Virtual Platforms 20%
- Social Media 15%
- Medical Journals 10%

Notes

Dr. Emily Carter
Ensuring Key Opinion Leaders Are Available During Busy Conference Seasons and Overlapping Events

Mr. James Hoffman
Developing Mitigation Strategies for Compliance Risks When Discussing Regulatory Topics with External...

Ms. Sofia Lindberg
Implementing Solutions to Overcome Language Barriers and Cultural Differences for Effective Engagement...

Dr. Emily Carter
Ensuring Key Opinion Leaders Are Available During Busy Conference Seasons and Overlapping Events

Mr. James Hoffman
Developing Mitigation Strategies for Compliance Risks When Discussing Regulatory Topics with External...

Ms. Sofia Lindberg

Stakeholder investment (vertical axis) / **Stakeholder influence** (horizontal axis)

High Interest + Low Influence
Keep in the loop and encourage to participate

High Interest + High Influence
Contact regularly and educate thoroughly

Low Interest + Low Influence
Check in occasionally and provide key information

Low Interest + High Influence
Monitor closely and give access to information

Insights for Collaboration
Understand KOL preferences to optimize partnerships.

Measurable Impact
Use analytics to evaluate engagement effectiveness and refine strategies.

Comprehensive Identification
Pinpoint Key Opinion Leaders (KOLs) across therapeutic areas, geographies, and specialties.

Advanced Profiling
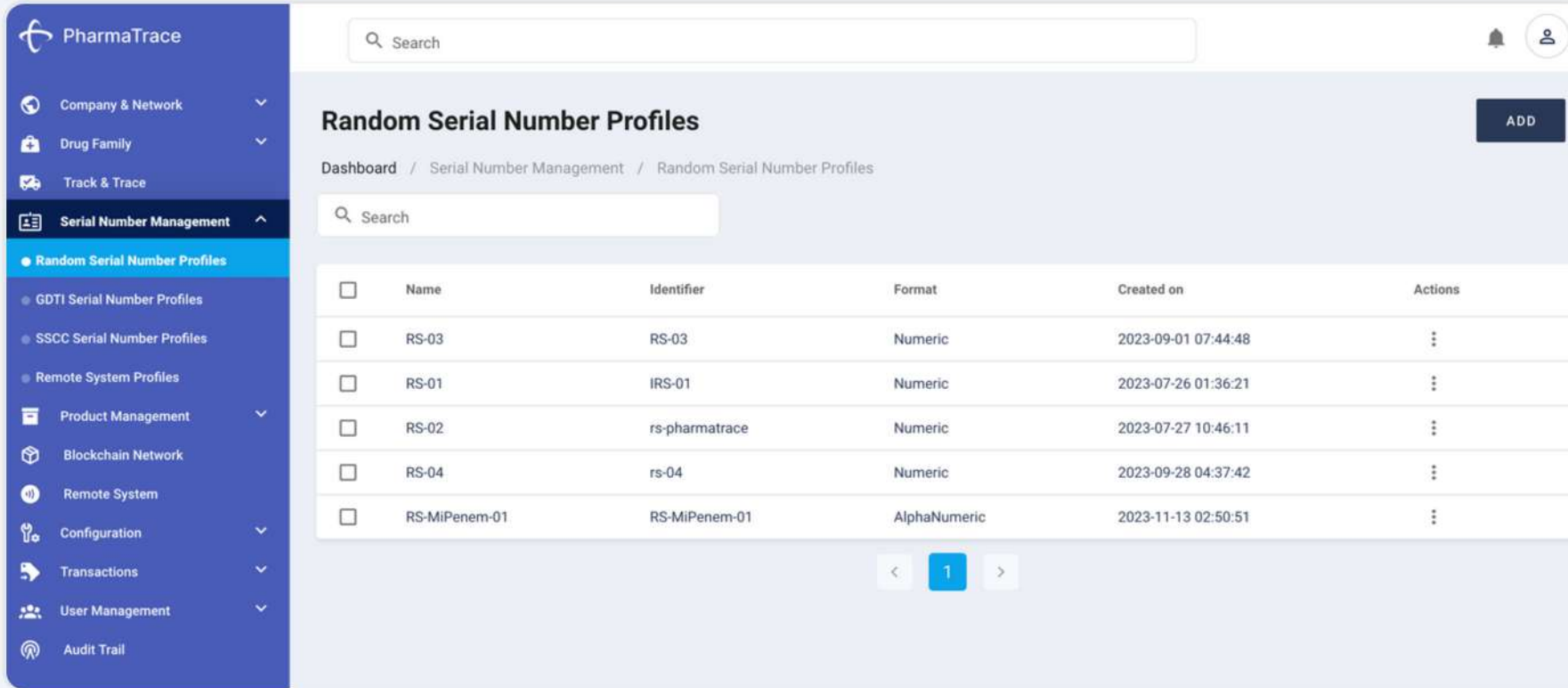Analyze their publications, conference activities, and affiliations for deeper insights.

PharmaTrace

Blockchain-based Track and Trace, Data Management And Integration Platform

Key Features

- Enhanced Transparency and Traceability
- Improved Product Authentication
- Efficient Recall Management
- Improved Supply Chain Efficiency
- Data Integrity and Security
- Regulatory Compliance
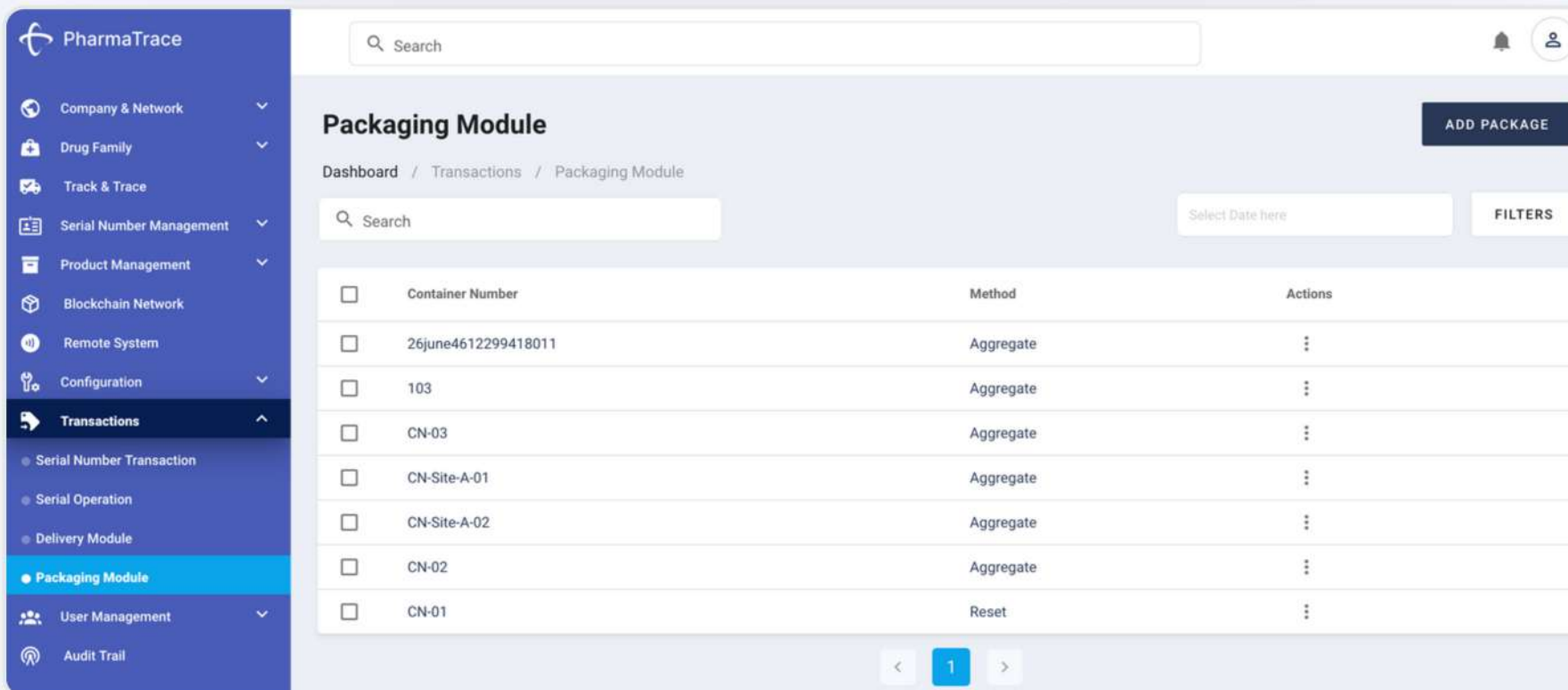- Collaborative Networks and Trust
- Shortage prediction

Blockchain Network

User and Access Management

Transactions

Drug Shortages

Track and Trace

Notifications

Data Analytics

Product Recalls

Serial Number Management

Visit website

Serialization/Aggregation

PharmaTrace

- Allows to upload serialized lists or generate serial numbers as required by standards or regulatory authorities
- Advanced randomized number generation is possible.
- Supports the full suite of GS1 number formats
- Managing and tracking aggregation.

Track and Trace
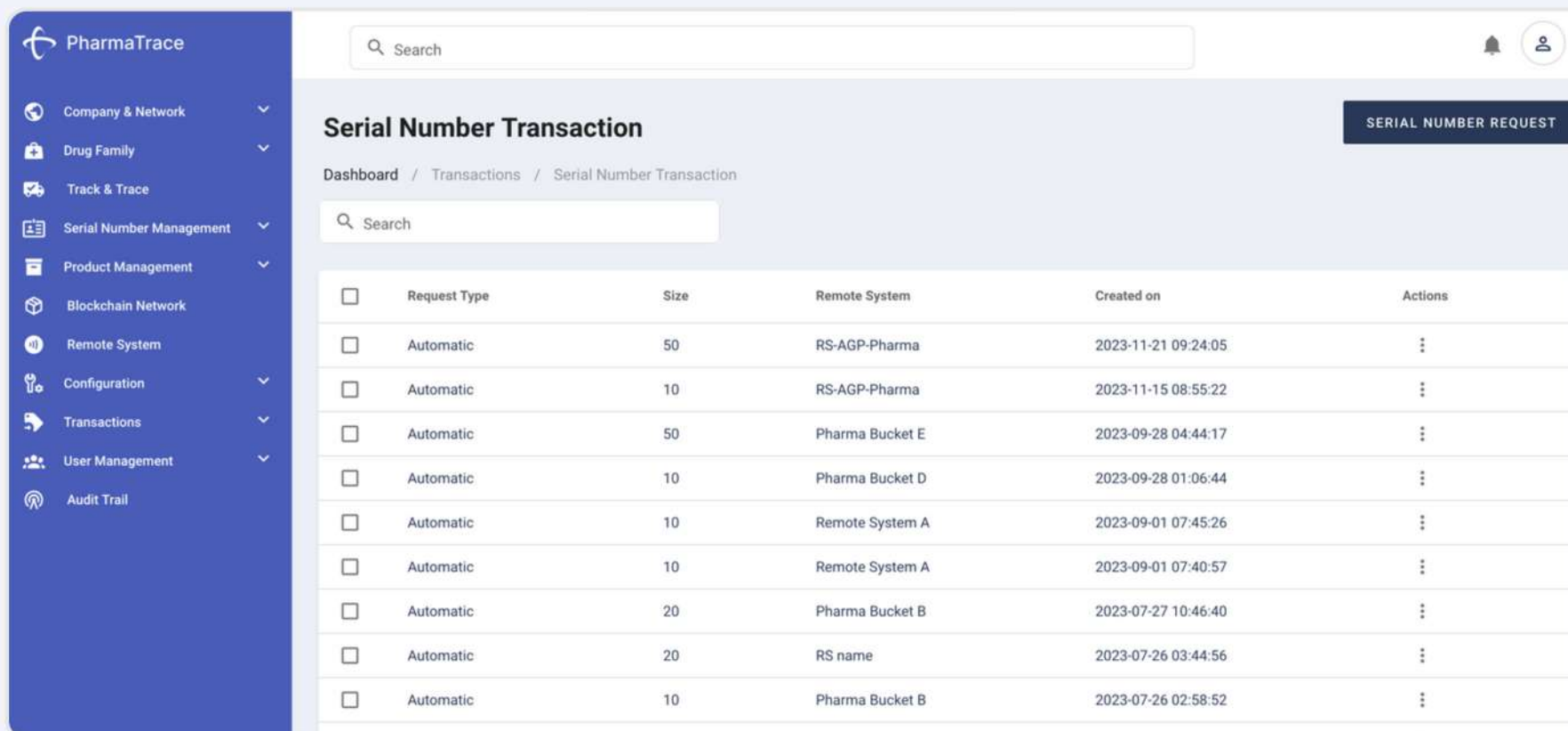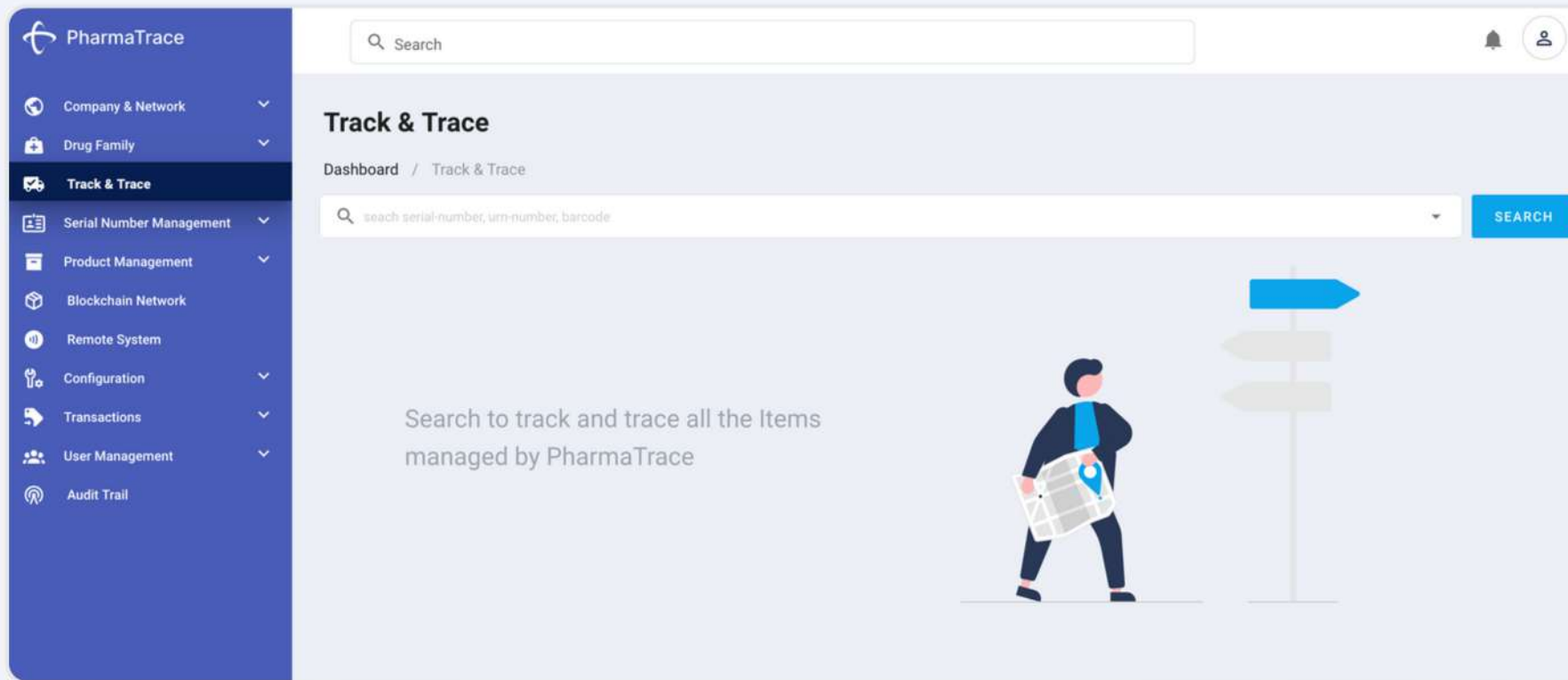
PharmaTrace

Using blockchain technology for track and trace in the pharmaceutical industry can enhance supply chain transparency, security, and efficiency.

- ✓ Full end-to-end supply chain tracking

- ✓ End-to-end, real-time visibility

- ✓ Support of EPCIS 2.0 standard

- ✓ Inbound and outbound EPCIS messaging

- ✓ Product ID verification

- ✓ Complex event-driven correlation rules to detect diversion, counterfeiting, or non-compliance with business rules

- ✓ Commissioning, aggregations, decommissioning, reaggregations, and transaction event queries

- ✓ Changing the aggregations hierarchy and entering ad hoc events into the repository

- ✓ Generating reports on queried data in multiple formats

Medical cannabis compliance and data management.

Key Features

✓ End-to-End Traceability

✓ Real-Time & Offline Data Monitoring

✓ Seamless Integration

✓ Regulatory Compliance & Quality Assurance

✓ Centralized Product Information

✓ Data-Driven Insights

Visit website

Tracebis

Seed Supplier → Cultivator → Manufactrue → Product → Distribution → Hospital / Drug Store → Consumer

1.Sell Seed
2.Cannabis Plant Lot
3.Send Plant Lot
4. Report
5. Approve Plant Lot
6.Request For Serial Number
7. Serial Number
8. Final Product
9.Transfer Product Lot
10.Distribute Product Lot
11. Sell Product

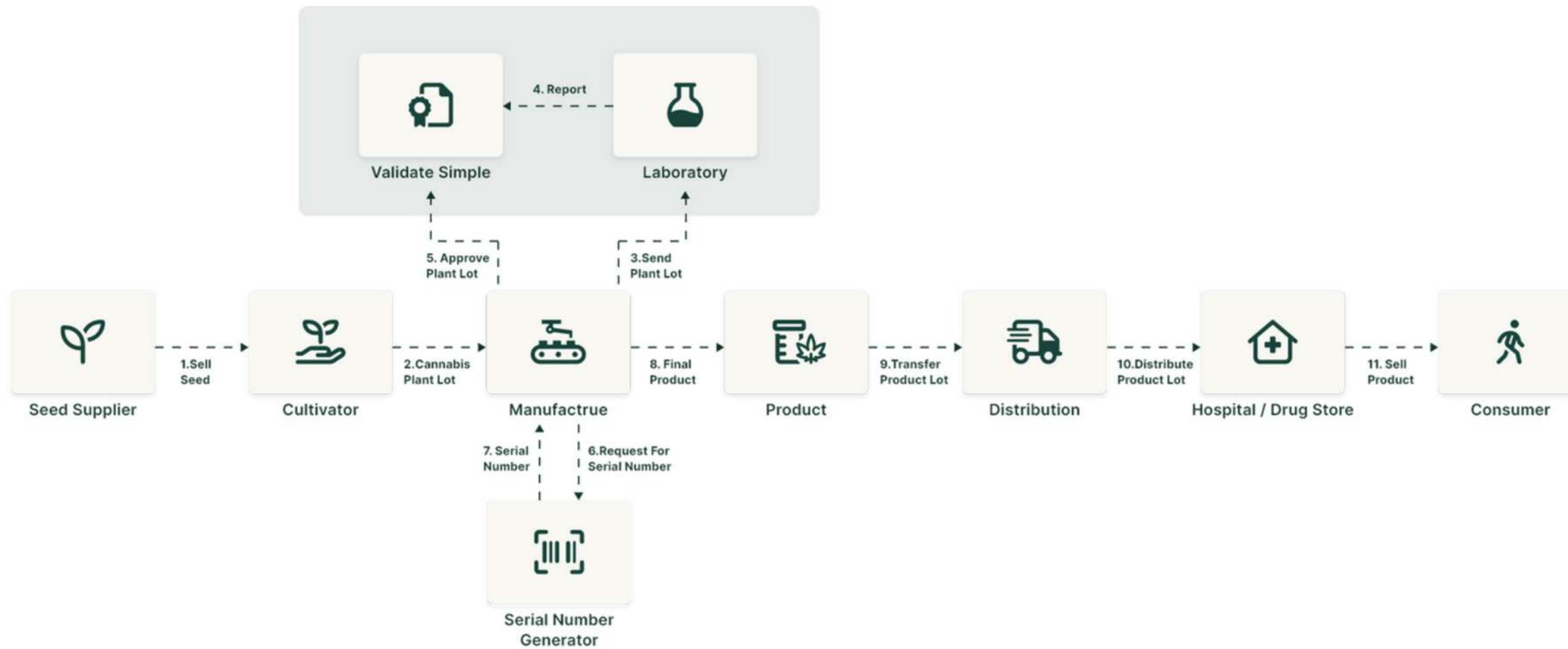Validate Simple
Laboratory
Serial Number Generator
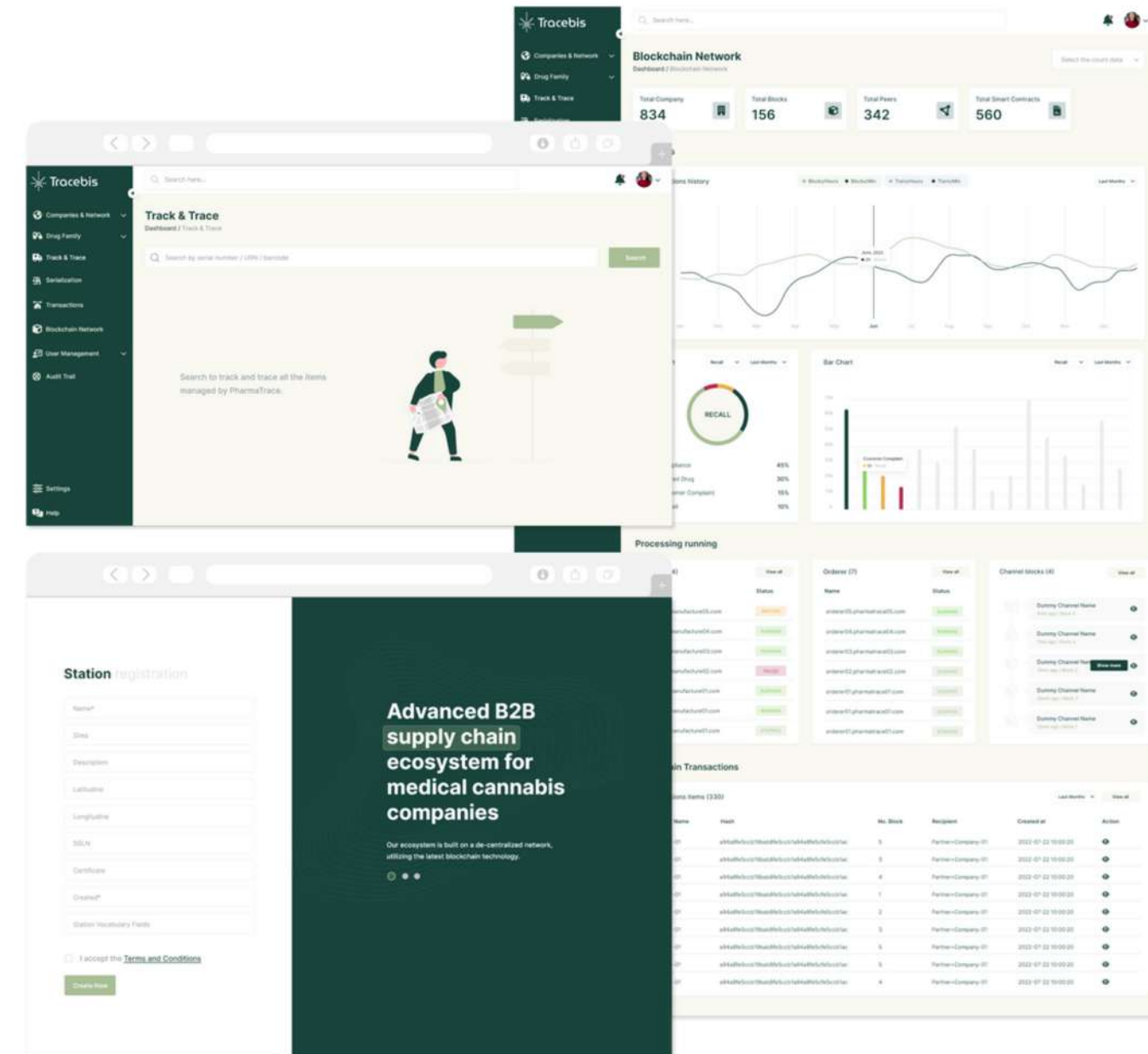
👍 Tailored to Your Needs

Whether you're handling large monthly shipments or breaking them down for pharmacy distribution, Tracebis scales and customizes to fit your specific workflows.

Blockchain-Powered Transparency

Tracebis utilizes blockchain technology to create an immutable, tamper-proof record of every transaction and movement within the supply chain, ensuring complete transparency, enhanced security, and trust among all stakeholders.

🏅 Trusted Expertise

Built by PharmaTrace, a leader in track-and-trace solutions for prescription medications, Tracebis brings trusted expertise to the medical cannabis industry.
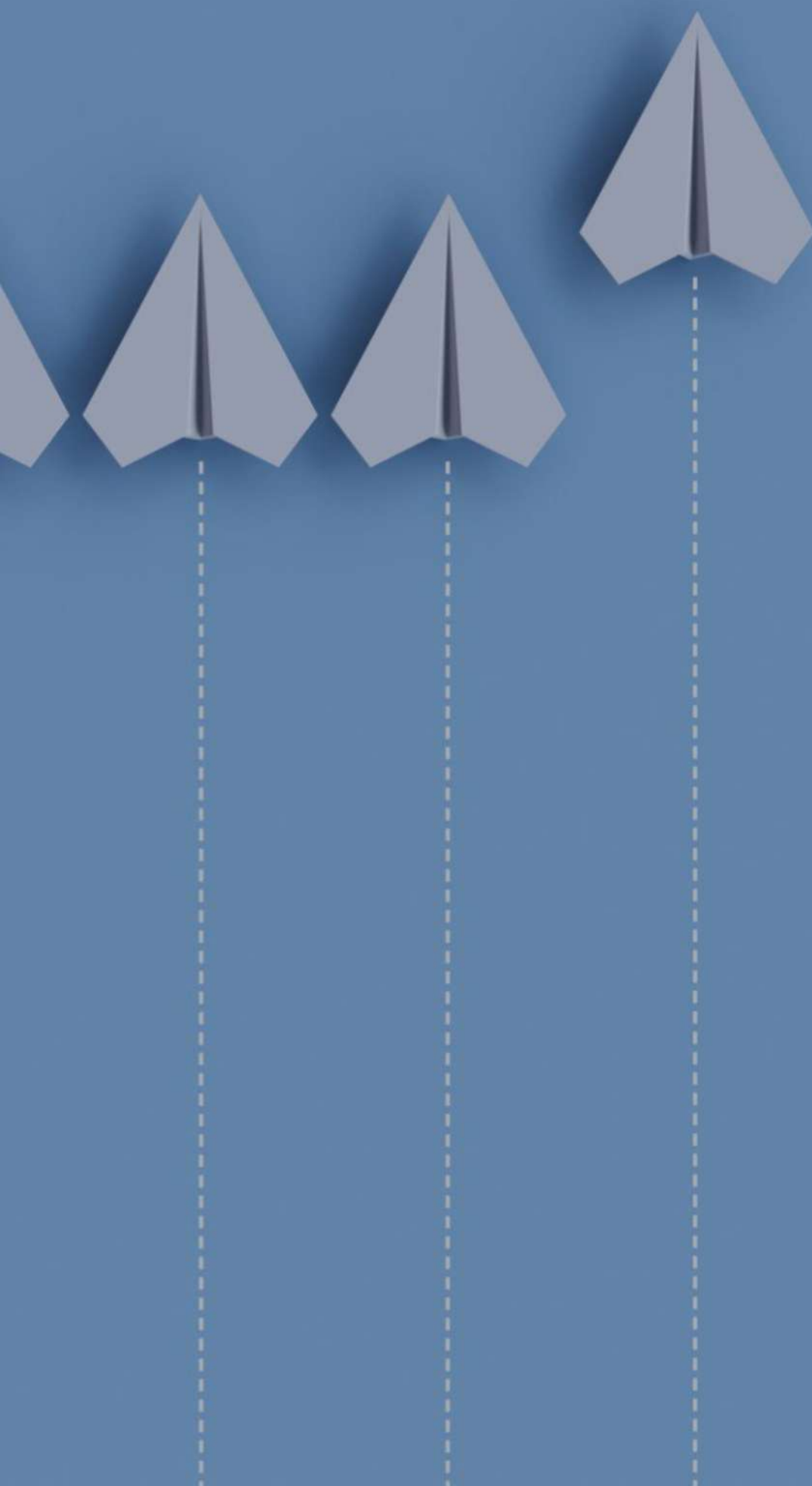
Why Choose Us?

01. **Experienced team**

We are innovative and have years of expertise in the biotech, pharmaceutical industry, as well as web application development to satisfy any business needs.

02. **Unlimited scalability**

We offer a no-license model which means that the platform may be improved as your business grows: new sources, requests, and functionality may be added when necessary.

03. **Customized solutions**

We offer our clients individualized set of features to satisfy any and all their specific requirements.

04. **Cost-effectiveness**

We use new technologies such as AI/ML to provide state-of-art yet cost-effective services.

05. **Fast delivery**

We have a dedicated team for each project as we are committed to delivering services at the fastest pace.

06. **Customer choice**

Stada, Evonik, Roche Pharma, AstraZeneca, Ideal-Pharma, XMediQ, Sobi Pharma, and other industry leaders choose us for developing custom solutions.

Top Management Team

Dr. Issame Outaleb
CEO & Founder

- Ph.D in Immunology and Bioinformatics
- 13+ years of management consultancy in healthcare and Pharma
- Launched various brands across EU and US across tx areas
- CI and Medical Excellence lead
- Developed two pharma tech solutions in Supply chain and Competitive intelligence platform (alpha-1)
- EU policy shaper
- Implemented multiple medical and clinical plans and programs

Michaela Scheiner
VP Medical Affairs Compliance and Governance

- Master of Pharmacy from the School of Pharmacy (London, UK) and MBA from the IU International University of Applied Sciences (Bad Honnef, Germany)
- 18 years of Medical Affairs experience, within pharmaceutical companies incl. Merck, Actelion, J&J, and over 3 years of strategic consultancy expertise covering EU, the United States, Middle East and Africa
- Therapy area focus: Gastroenterology (CD, UC), rheumatology (RA, PsA, AS), dermatology (PsO), rare diseases (PAH), and OTC medicine indications

Dr. Susann West
VP Competitive and Business Intelligence

- Ph.D., Pharmacy Practice & Pharmacoeconomics
- 20+ years of business intelligence, commercial excellence, and competitive intelligence experience, at pharmaceutical companies and strategic consultancies
- Exceptional strengths in taking large teams through change and challenge to deliver results; establishes controls and partners with business leads to identify business opportunities
- Recognized for expertise and vision in customer insights, competitive intelligence, and strategic business intelligence, relationship building

Gordon Donkin
Adviser and Non-Executive Director

- Over 25 years of commercial and GTM experience specializing in the MI/CI sector with a particular interest in emerging SaaS technologies.
- Educated at Northumbria University, Gordon was originally instrumental in successfully pioneering a range of cutting-edge technologies based on Lotus Notes into the pharma industry. While Chairman of the London Chapter of SCIP, he supported the successful launch of Citeline into Europe from California.
- Gordon now leads the European operations of a leading CI/MI consulting group and, for the last five years, sits on the advisory board of Contify based in London.

Dr. sc. Theofanis Manolikas
Adviser

- PhD in Physical Chemistry from ETH Zurich and an Executive MBA with honors from IMD Lausanne.
- Life Sciences Management Consultant with over 25 years of experience in the biotechnology, pharmaceutical, and healthcare sectors.
- Guided more than 20 product launches, enabled transitions from R&D to commercialization for numerous clients, and optimized commercial and medical operations for top global pharma companies. He has successfully built teams, established new service lines, and contributed to scaling business valuations in consulting roles.

Meet Us at

CPHI Middle East

Explore how PharmaTrace is driving innovation in the pharmaceutical and medical cannabis industries.

Why Meet Us?

- Get hands-on with our flagship solutions.
- Learn how we can transform your supply chain and business operations.
- Discuss partnership opportunities tailored to your needs.

Let's connect and shape the future of healthcare together!

👉 Schedule a meeting

📍 Visit Us at Stand SU.05
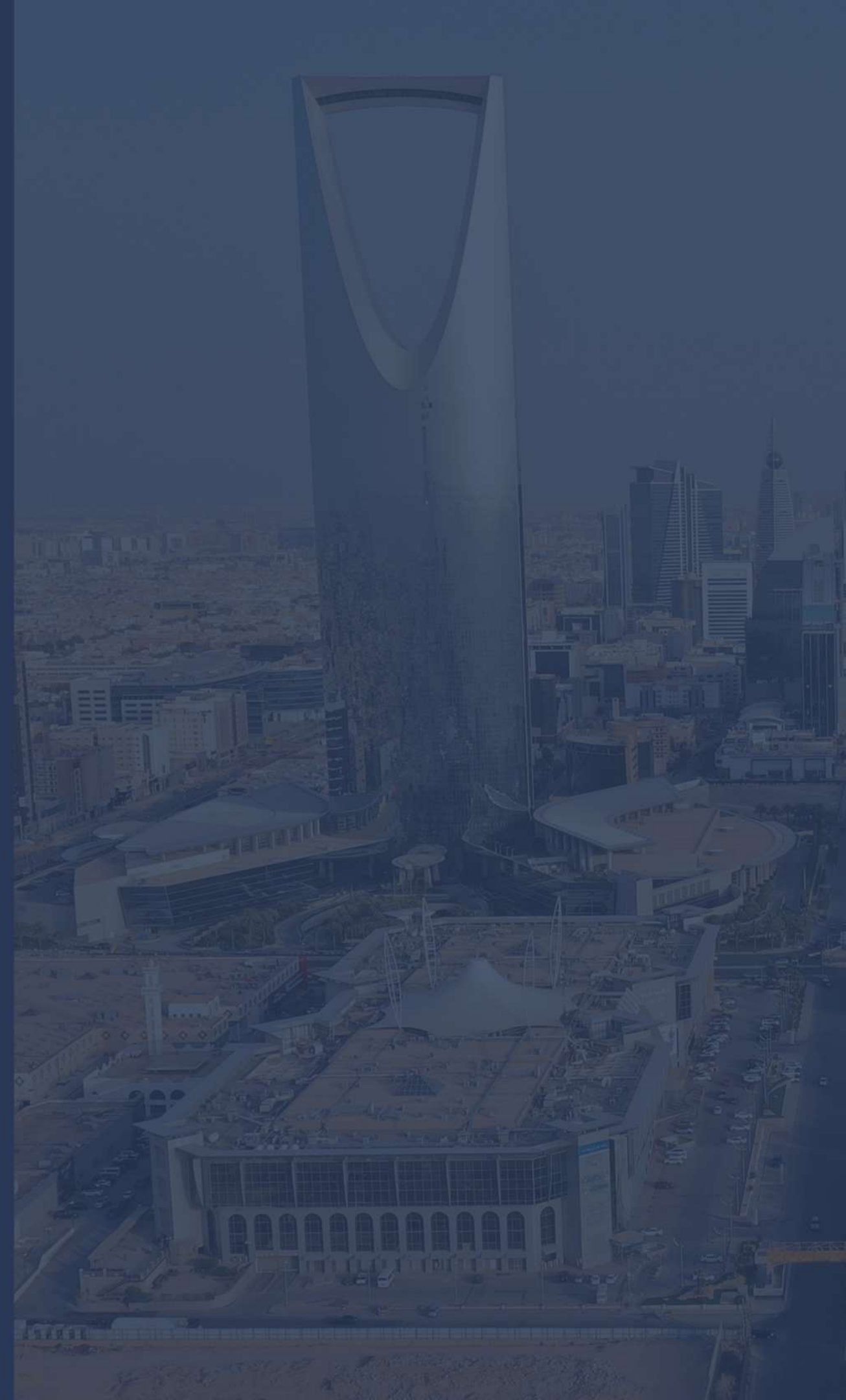
Thank You!

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