



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

Drug traceability

A critical aspect of ensuring the safety and integrity of pharmaceutical products.

Regulatory compliance is crucial.

Need of real time tracking.

Data security is top priority.