

## 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?

Worried

counterfeit

about

drugs.



Regulatory compliance is crucial.

Need of real time tracking.

Data
security is
top priority.

Need of streamline supply chain.

Need of efficient reporting and auditing.

## Drug traceablity

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

Invests in tracking technology

Coolaborates with other stakeholders.

Advocates for industry standards

Questioning about patient safety

Frustrated with manual-record keeping

Relieved when traceability is accurate.



## Does

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





