

Pharma 4.0 - The next revolution

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On today's episode, Stacey Bruzzese welcomes Karen Ginsbury to talk about Pharma 4.0. Discussing a variety of topics, listen to discover:

- What exactly is Pharma 4.0?
- Have we reached or passed the tipping point for adoption?
- What is included in Pharma 4.0?
- What obstacles does Karen see for implementation of Pharma 4.0?
- Karen gives a 2-minute explanation of whether Parma 4.0 is affordable and efficient
- Does Karen think people will be worried that they don't understand how Pharma 4.0 works?

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