



Innovators and Industry Experts to Introduce Blockchain Applications to Pharma Supply Chain Executives

The first educational seminar to exclusively address potential blockchain applications in the bio/pharmaceutical enterprise.

PARAMUS, NJ, USA, October 13, 2016 /EINPresswire.com/ -- The [Pharma Blockchain](#) Bootcamp on November 16, 2016, in Edison, NJ – <http://www.RXBlockchainBootcamp.com> - is the first blockchain seminar to exclusively address potential applications of this disruptive innovation throughout the bio/pharmaceutical enterprise. The one-day seminar will present a business-technical introduction to blockchain technology, the most applicable areas that would benefit from its application, and the business, regulatory and legal considerations that must be considered when adopting this technology.

As part of the learning journey, the Pharma Blockchain Bootcamp will explore potential applications in three critical areas of the enterprise: R&D, clinical trials, and supply chain. Four sessions will address how blockchain technology could better secure, manage and utilize data currently embedded within the supply chain framework. Sessions include: closing the gap between manufacturing and the supply chain, securing data transfer between trusted partners, safeguarding data networks from cyber-attacks and privacy breaches, and managing and leveraging data generated by the increase in serialization standards as a result of the 2013 [DSCSA](#).

Driving the potential for blockchain applications within the enterprise is the growing demand for pharmaceutical companies to digitally transform their business model to optimize development and delivery of medicine. As a result of this digital transformation, they must ensure their IT infrastructure is flexible and collaborative to support the two-way flow of data at the quickest speed with the utmost security. And with that in mind, blockchain technology offers pharma the opportunity to revitalize its data strategy and effectively compete in the next generation of healthcare.

The Pharma Blockchain Bootcamp's educational program is designed for both business and technical leaders within the bio/pharmaceutical enterprise. The event is supported by the BlockRx Project, an industry initiative by iSolve, the Center for Supply Chain Studies and the IEEE Standards Association. The Pharma Blockchain Bootcamp can only accommodate 50 pharmaceutical professionals; early discount registration is available through October 31, 2016. For more information on registration and the educational program, please visit <http://www.RxBlockchainBootcamp.com>.

About the Event

Pharma Blockchain Bootcamp is the first blockchain seminar to exclusively introduce potential applications of this disruptive innovation within the bio/pharmaceutical enterprise. The seminar is presented by DisruptiveRx™ in partnership with MAD Event Management. DisruptiveRx brings cutting-edge topics to the forefront that will motivate executives to connect innovation with business strategy to modernize the pharmaceutical enterprise. DisruptiveRx was founded by Maria Palombini, who has more than 15 years' experience in building global media and events brands in the pharmaceutical/biotech, life science, tech and finance markets. Visit <http://www.DisruptiveRxSummit.com> for more details. MAD Event Management, LLC is an event

planning organization. Its President, Martha Donato has over 20 years of experience producing annual large-scale conventions around the country, as well as seminars, special events and conferences. Visit <http://www.MadEventManager.com> for more details.

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