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Zuellig Pharma Digital & Data launches healthcare metaverse to synchronise operations

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Real-time interconnected, synchronised, inventory data enhance healthcare and pharma operations around physical warehouses and telemedicine ecosystems to improve capabilities to reimagining the B2B2C healthcare experiences in Asia



Zuellig Pharma Digital & Data has launched ZP Metaverse, a first-of-its-kind healthcare metaverse experience that enhances existing pharmaceutical sales enablement and telemedicine experiences, linking its plant to patient digital twin to fuse both B2B and B2C experiences.

The new connected ecosystem reconfigures how the healthcare value chain collaborates and optimises warehouse operations with a digital twin. Enhanced capabilities enable greater interconnectivity and data integration across the healthcare value chain in a single environment.

The future of pharma tech is patient-centric, and the dynamic industry environment has prompted the merger of B2B and B2C experiences to amplify value for the patient. The new innovative digital and data solutions will enable a connected and more accessible healthcare journey – from plant to patient.

The B2C environment was developed in collaboration with Agile software developer and digital transformation consultancy PALO IT, and the metaverse environment was built around three user experiences: a healthcare professional (i.e., doctor) conducting consultations, a remote patient accessing healthcare services, a sales representative taking stock of inventory accompanied by e-detailing and sales data.