

Chapter 20

Information Systems Management in the Supply Chain in an Official Pharmaceutical Laboratory

Jorge Lima de Magalhães

Instituto de Tecnologia em Fármacos (Farmanguinhos), Brazil

Arlene Moreira

Centro de Referência Hélio Fraga, Brazil

ABSTRACT

The official pharmaceutical laboratories are strategic to the government in actions such as production of specific medicines (neglected medicines), research and development in new neglected molecules, public policies, price regulators etc.; especially to the health public in Brazilian population. In this sense, it is important that the information's system of the supply chain in this laboratory must have effectiveness of the activities and processes in the in order to cooperate efficiently and effectively with strategic planning. This work aim to analyze the quality of information's in the catalog of materials as a potential instrument to improvement the process purchase flows standardization, economy in purchases and essential information to the decision-makers. A methodology is proposal to the management in the information's system in purchase department with a standard in the quality catalogue in order to subsidize buyers regarding the detailed description of the purchase item and your specifications. The work conceptualizes and highlights the quality of information and its relevance by adding values to the services and products in supply chain of the official pharmaceutical lab. In this case study was shown details of problems from initial quality description to the final acquisition. In conclusion, to promote the management in the quality of the system information of the catalog of materials is necessary. Therefore, it's possible a better supply chain in public entity, even in an official pharmaceutical laboratory.

INTRODUCTION

The world scenario lives in constant transformation, with intense knowledge production and technological innovation. In this scenario it is essential the need to constantly adjust the area of management of organizations, which constantly seek technologies that add value to their products and services (CASTELLS, 1999).

The fast pace of technological change has been a landmark in recent decades due to the internationalization of the economy and increased competition in the most diverse markets. Given the emergence and complexity of the process of generation, dissemination and use of new knowledge and the uncertainty resulting from globalization, the ability to maintain the process of knowledge becomes fundamental principle for survival of organizations in full technical and economic standard (Fernandes, 2007).

In Brazil, especially in public institutions, old forms of management are still used through rigid and vertically integrated organizational structures, plastered on existing rules in the public bureaucracy to hire staff and purchase of goods and services, which appear as real barriers to innovation. There is a dichotomy that still versa public and private environment where the public administration actions have a slow pace, dictated by a set of rules drawn up in order to control the process, not the results. In the private sector can accomplish all things that the law does not prohibit, as for the public manager, only what the law allows may be realized. This threshold of activity can make institutions less and less bold and creative in the face of private companies, especially multinationals, whose marketing staff used in extremely aggressive competitive strategies (Silva, 2004).

About public institutions of the health sector, this factor it becomes even more complicated where the competition is extremely aggressive. The health sector is responsible for the movement of millions of dollars and is one of the sectors in which the government invests much of public resources. To leverage public institutions in this sector, several discussions have been conducted to seek alternative ways to increase the effectiveness of public actions aimed at making the most competitive institutions against the power of large companies that are part of the Economic-Industrial Complex of Health (CEIS – Brazilian term) (Magalhães & Quoniam, 2015; Silva, 2004).

On the other hand, to talk about the economy of a country, it is rooted in the production, distribution and use of knowledge, given the emergence of the new paradigm, fast, aggressive and separatist called “knowledge economy”. For this look, the information becomes a key competitive strength. Protected by patents and other formal and informal mechanisms, important information and technologies are deprived of the public domain and thus, much of the world’s population is on the margins of major technological developments (Silva, 2004).

In this context, which is increasing the intensity and complexity of developed knowledge and is accelerating the incorporation of this knowledge in the goods and services, structural changes should be introduced to adapt the institutions in a climate of uncertainty (Fernandes, 2007).

The deep transformation taking place in the socio-economic relations, caused by new information technologies and communication, contributed to the emergence of approaches based on neoshumpeteriana evolutionary theory, emphasizing the importance of knowledge as the main input of the current pattern of socio-economic development (Vargas, 2002).

According to innovation processes, integrated systems should be understood as an organizational format model that serves as a support and networking between companies and suppliers of goods and services capable of boosting the development of the health system in Brazil, allowing interaction and

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