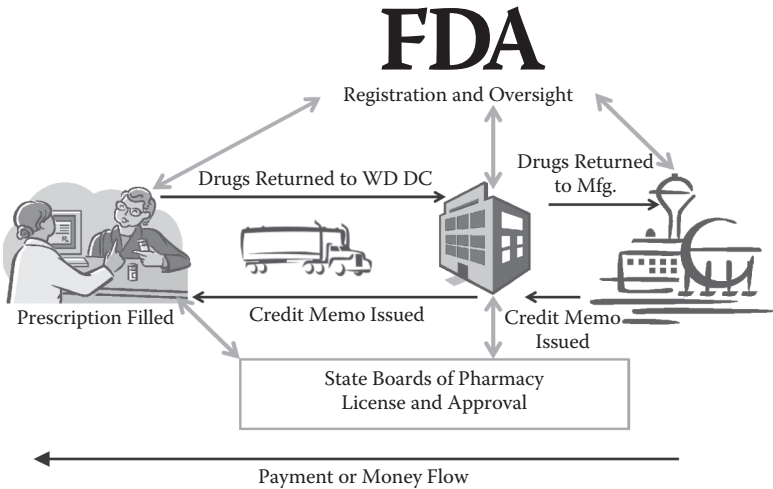


**FIGURE 7.1**  
Pharmaceutical supply chain process, simple forward view.



**FIGURE 7.2**  
Pharmaceutical supply chain process, simple reverse logistics view.

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## THE HUMAN FACTOR

As mentioned before, people make, transport, distribute, dispense, and consume pharmaceutical drugs. People also make mistakes. One of my favorite groups of commercials is the Liberty Mutual “human”