Master Data Management

Data fit for the intended purpose

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19 April 2016
Data needs to be trusted to be used
When trusted data is used

- Patient outcomes improve
- Greater efficiencies
- Lower costs
The Australian data crunch report puts a cost to the problem!

- Potential cost of manual checking of unit of measure: $8.8 million pa
- Potential cost of manual PRC clarification by hospitals: $1.26 million pa
- Potential cost of urgent deliveries due to undersupply: $4.37 million pa
- Potential savings for 5 scenarios studied: $30 million pa
- Potential savings from improved data quality: >$100 million per annum (pa)
- Potential cost associated with independently sourcing product weight and dimensions: $6.98 million pa
- Potential lost revenue from unclaimed joint replacement prostheses: $8.75 million pa
- Conservative potential savings from improved data quality for all business processes met by the NPI data set: >$100 million pa

By conservative estimates, more than $100 million in potential savings can be achieved by addressing product data quality issues by making only minor adjustments to existing processes.

Source: https://www.gs1au.org/resources/publications/
The ultimate value

Improved lives!
What happened to “Master Data”

- Systems have evolved in “silos” over the last 40 years
- The link between “process” and data was broken \( (remains \text{ so in many cases}) \)
- Numerous efforts to “unify” data and process, or views of data – one use at a time
- **So what?** Business success still happened anyway... \( (and \ hospitals \ operated) \)
- Only when the costs increase, profits fall, \( (or \ a \ patient \ is \ impacted ) \) does the real impact of bad data become known

Source origen: Gartner
We need to understand the hospital’s data pain point

Data Use Case:
• Why is the data needed?
• What are the data requirements?
Industry defined data Use Cases for healthcare

- Tendering and Sourcing
- Contracting
- Procurement
- Order and Invoice Reconciliation
- Reimbursement Codes and GTINs
- Regulated Product Formulations and Target Markets
- Logistics & Logistics for Distribution
- Unique Device Identifier (UDI)
- Medicine Dispensing and Safety

http://www.gs1.org/healthcare/share-data
We typically don’t fully trust...

...what we can’t verify
Master Data Management

Data Governance

Roles and Responsibilities

Enterprise wide Data Management

Data Quality

The quality of the data is reflection on the quality of the product
How to achieve data quality

- **Complete**
  - Is data missing?
- **Consistent**
  - Is data consistent across systems for the same field? (zip code - 5 or 9)?
- **Accurate & Timely**
  - Is data precise, correct, and current?
- **Standards Based**
  - Have formatting rules and global standards been applied?
- **Logical**
  - Is data valid or conflicting across data sets? (Does L x W x H = Cube?)
- **Integrated**
  - Are there appropriate data linkages between systems?
- **Unique**
  - Are there unnecessary representations of the same data?

Data quality is the result of deliberate actions taken which ensure the data is fit for the intended purpose

What data quality is NOT

Data Quality is not

• a tactical “IT task”
• a one-time solution
• technology specific
• a “thing” – like a program or application

As with beauty, it’s in the eye of the beholder!
Trusted data means better collaboration and lowers costs

- Publishing product catalogues only once in the **GS1 Global Data Synchronisation Network (GDSN)** instead of using multiple formats, improves **accuracy of data** and **collaboration**

  - With clinical time back to patient care!
  - Reduction of human intervention!

  - **£350,000,000**
  - **$52,000**
What could it mean for you?

- **Manufacturers**: cost optimisation and process improvement
- **Hospitals**: adequately identified medical devices and pharmaceuticals in an integrated system of information management
- **Regulators**: higher levels of market surveillance, more efficient adverse event reports and quicker recall - also across borders

Global data standards enable **safer and more efficient supply chain** to ensure that the **right device or medicine** is available at the **right place** and the **right time** for the **right patient**
GUDID and GDSN points to consider

- The Global Unique Device Identification Database (GUDID) implemented by USFDA in 2013 contains UDIs for all medical devices according to the regulation.

- GDSN contains not only UDIs for medical devices but also pharmaceuticals, consumable products, weight, dimensions and storage information.

The GDSN currently contains over 19 million GTINs, of which over 1.5 million are healthcare

“"The GDSN has a broader range of product information than the GUDID and with the FDA’s DSCSA, we are required to capture all that information, store it and report on it for six years.” - Sandi Michel, Director of Supply Chain Systems and Quality, FMOLHS, U.S.
Manufacturers can register their product data in the GDSN and make it available to all of their customers worldwide, in a secure and trusted environment. At the same time, they can direct their Data Pool to register the appropriate device data in the GUDID, and any other UDI database anywhere in the world when they come online, via a single connection.
“Data is the lifeline of our business. Leveraging product data for a highly efficient supply chain helps us ensure that every patient has a seamless care experience with a positive outcome.”

- Andrew Potter, Group Inventory Manager, Ramsay Health Care, Australia

“In just one pilot, we were able to save $52,000 a year by not having staff review every single order.”

- Sand Michel, Director of Supply Chain Systems and Quality, FMOLHS, U.S.

“For safe and efficient procedures, the right people—patients and healthcare providers—the right appliances, and the right medical supplies have to come together at the right time and place. The same is true for information about all these components.”

- Dr. Hajo Reissmann, Head of Medical Supply Controlling, UMCSH, Germany

“We can learn from the retail experience where it took the sector several years to get GS1 standards embedded into their businesses. And it won't be any different for us in healthcare.”

- Steve Graham, eProcurement Lead, Department of Health, UK

“It's a seamless order-to-cash process that can only be achieved with accurate product data provided by the GDSN.”

- John Mazzoli, Data Governance Manager, CHRISTUS Health, U.S.

“Data is not ‘trusted’ until you start transacting with it. With the GDSN, the good news is that, as issues are resolved between supplier and provider, this accurate data is pushed out to every provider. And as data is traded, it gets stronger and stronger with every transaction.”

- Kevin Capatch, Director of Supply Chain Technology & Process Engineering, Geisinger Health System, U.S.

“It’s important that hospitals communicate the shared benefits of using accurate product data to their suppliers.”

- Paul Broadsheide, Manager eHealth Value Chain, NEHTA, Australia

“Trusted data enables traceability of care products for patient safety, and ultimately needs to make employees’ work easier each day.”

- Herman de Smit, Logistic Consultant, Multiple Hospitals, Netherlands

Download the paper [http://www.gs1.org/healthcare/share-data](http://www.gs1.org/healthcare/share-data)
Download the paper

http://www.gs1.org/healthcare/share-data
For more information

www.gs1.org/gdsn

www.gs1.org/healthcare
Lessons along the way

1. **Data is a powerful asset** for your business.
2. **Quality of the product data** → quality of the product itself and quality of the manufacturer.
3. **Automate the order-to-cash process** for better product recall, inventory management and asset tracking.
4. **Collaborate with suppliers** for mutual benefits. Sharing trusted data → shared responsibilities and shared benefits.
5. **Attention to details** by breaking it up into manageable pieces and using a cross-functional governance body.
6. **Communication** with internal stakeholders, executives and suppliers. Share improvements and progress.
7. **Remember the Benefits** → patients’ care, time, costs and productivity.
8. **Take a long-term approach with a sense of urgency** - determination and patience are key when changing systems and how people work.