



The Global Language of Business

Healthcare

Creating the Case for Trusted & Complete Data in Healthcare: A Healthcare Data Roadmap

Beth (Gibson) Wells, Sr Director, Community Engagement, Healthcare
GS1 Global Healthcare Conference, March 26-29, 2019





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ZEBRA



Connect to the Wi-Fi

The Global Language of Business

Network: GS1

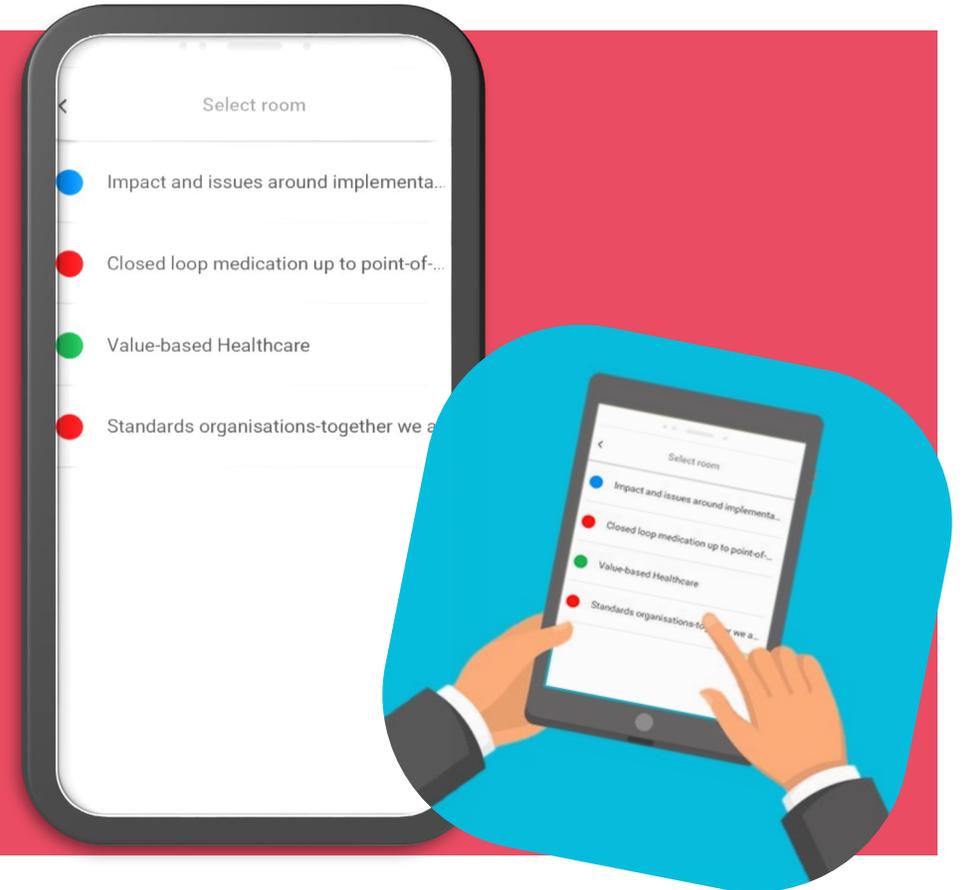
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 5. Enter your **FULL NAME**
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6. Post your questions





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Roadmap to Trusted Data in Healthcare



Accurate

- Data provided is aligned with how it is viewed or used by trading partners
- Data provided matches the label

Complete

- Data needed for different business processes or decision making means a variety of data elements are needed by trading partners

Timely

- Real time as much as possible; a lot of business takes place in 30 days

Consistent

- Multiple data sources used by trading partners need to have consistent core information

Synchronized

- Collaboration across trading partners is essential to achieve data needs





U.S Healthcare stakeholders looked at three 3 business scenarios to identify the core set of vital attributes needed to support the activities. Additionally, they looked to identify what might be causing a lack of sharing via GDSN in healthcare.

Major Conclusions:

- Healthcare Core Attributes Exist
- It's not the "What", it's the "How"
- Quality, Trusted Data is a Shared Responsibility

Industry Point of View

Diederik Rood
Project Manager
Dijklander Hospital, Hoorn, the Netherlands



*Diederik Rood
Project manager
Dijklander Hospital, Hoorn, the Netherlands*

Dijklander Hospital



+



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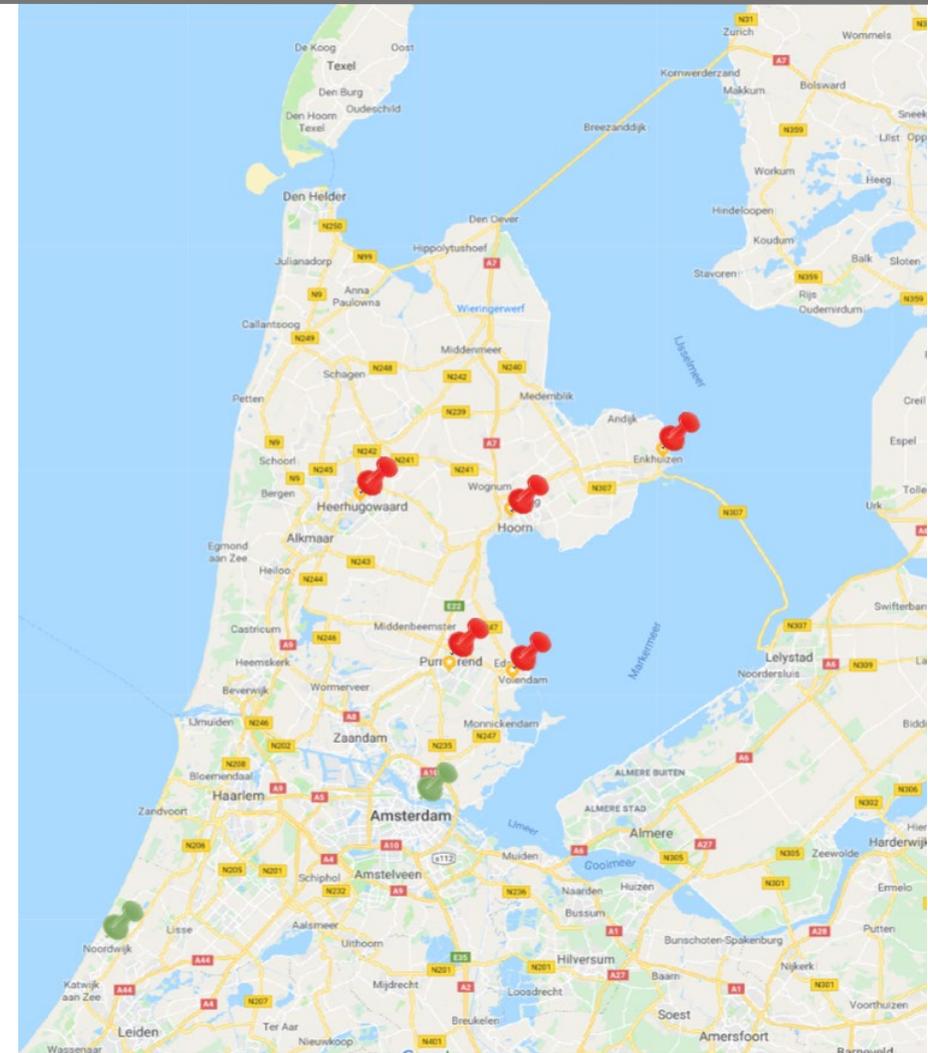


- Merge of two hospitals Hoorn and Purmerend
- 2 general hospitals and 3 outpatient clinics
- 3.000 professionals
- 150.000 visits of patients

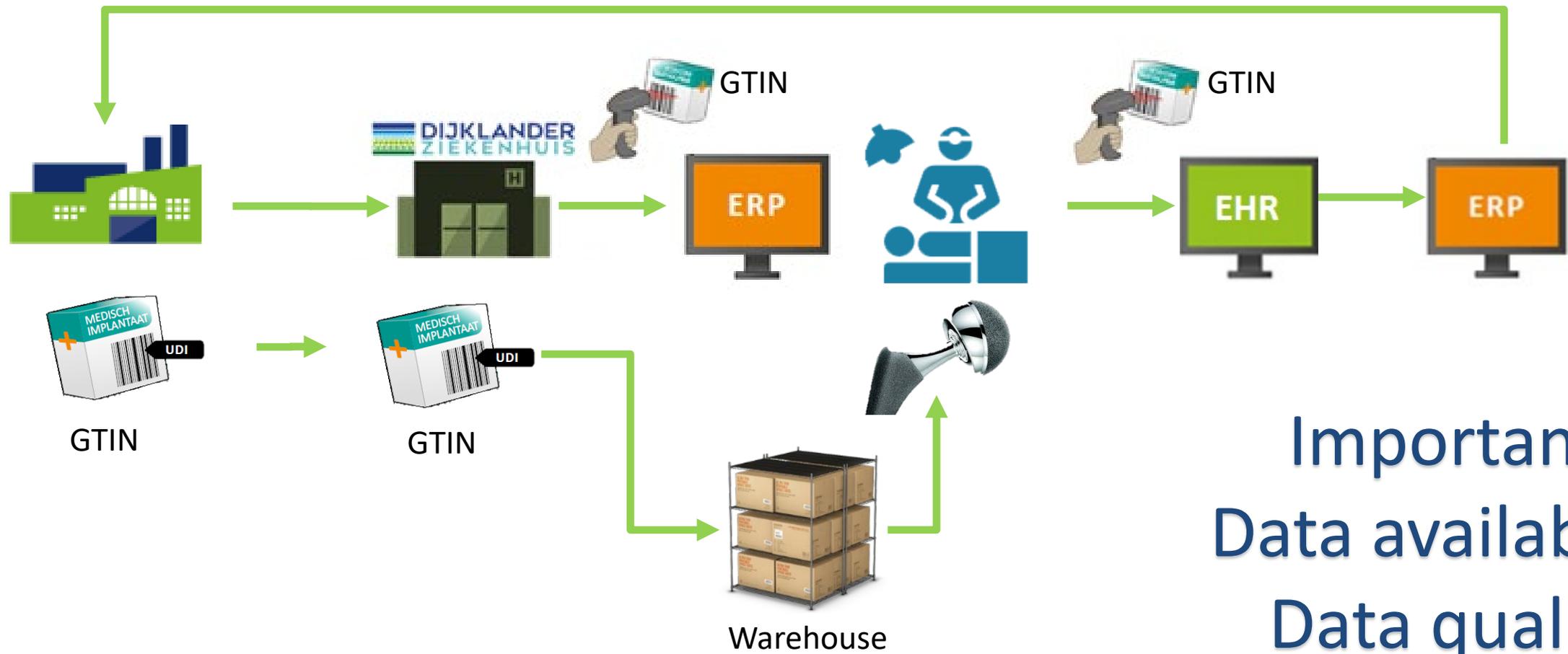


Diederik:

Project manager with projects in the purchasing, logistics and finance departments of our hospital and affiliated with the staff members of our ERP system.



Where do we use Barcodes and data for?



Important:
Data availability
Data quality

Current method of collecting data

- Contacting Supplier:
 - Collecting the barcode types GS1/HIBC
 - Gathering GTIN and product information
 - Uploading manually in our ERP and EHS



Current method of collecting data

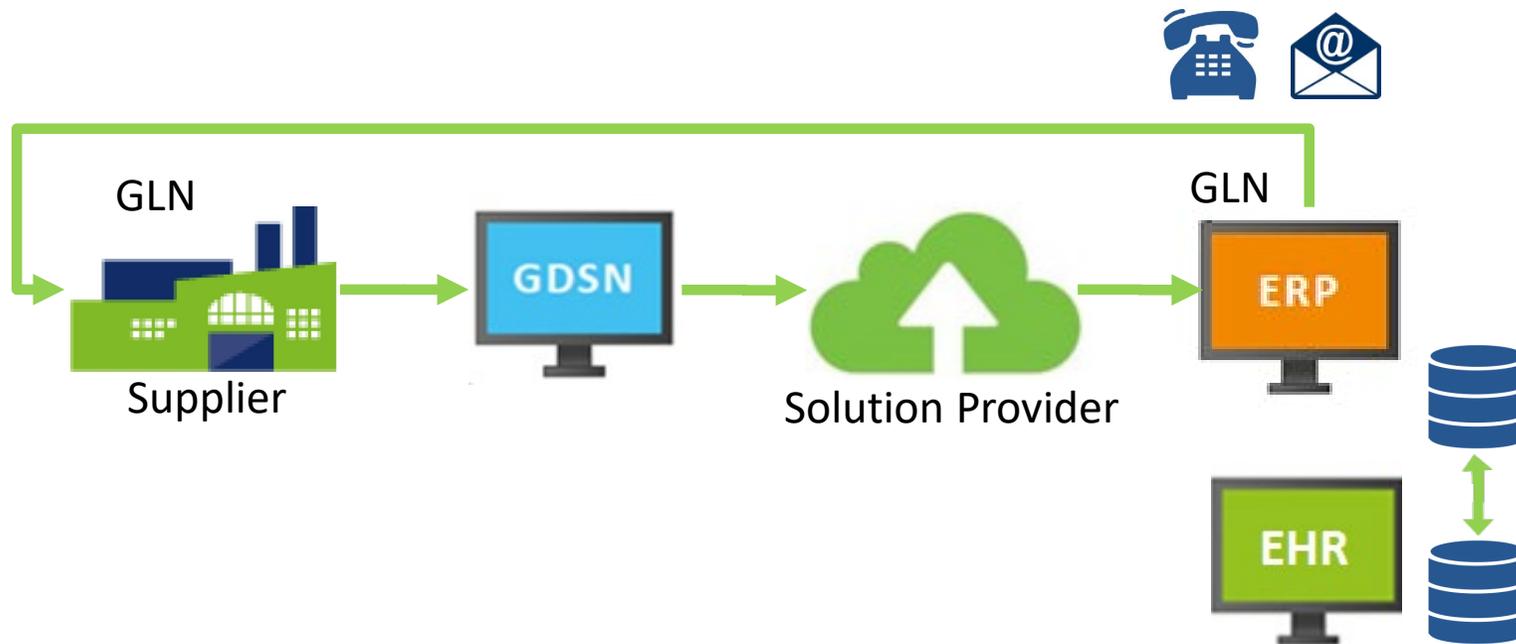
- Contacting Supplier:
 - Gathering product information
- Gathering by the hospital:
 - Manually registering GTIN based on:
 - Product name
 - External reference number
 - Manually processing the data into our ERP and EHS

Barcodes?
GTIN?



Gathering of data – Connecting to the GDSN

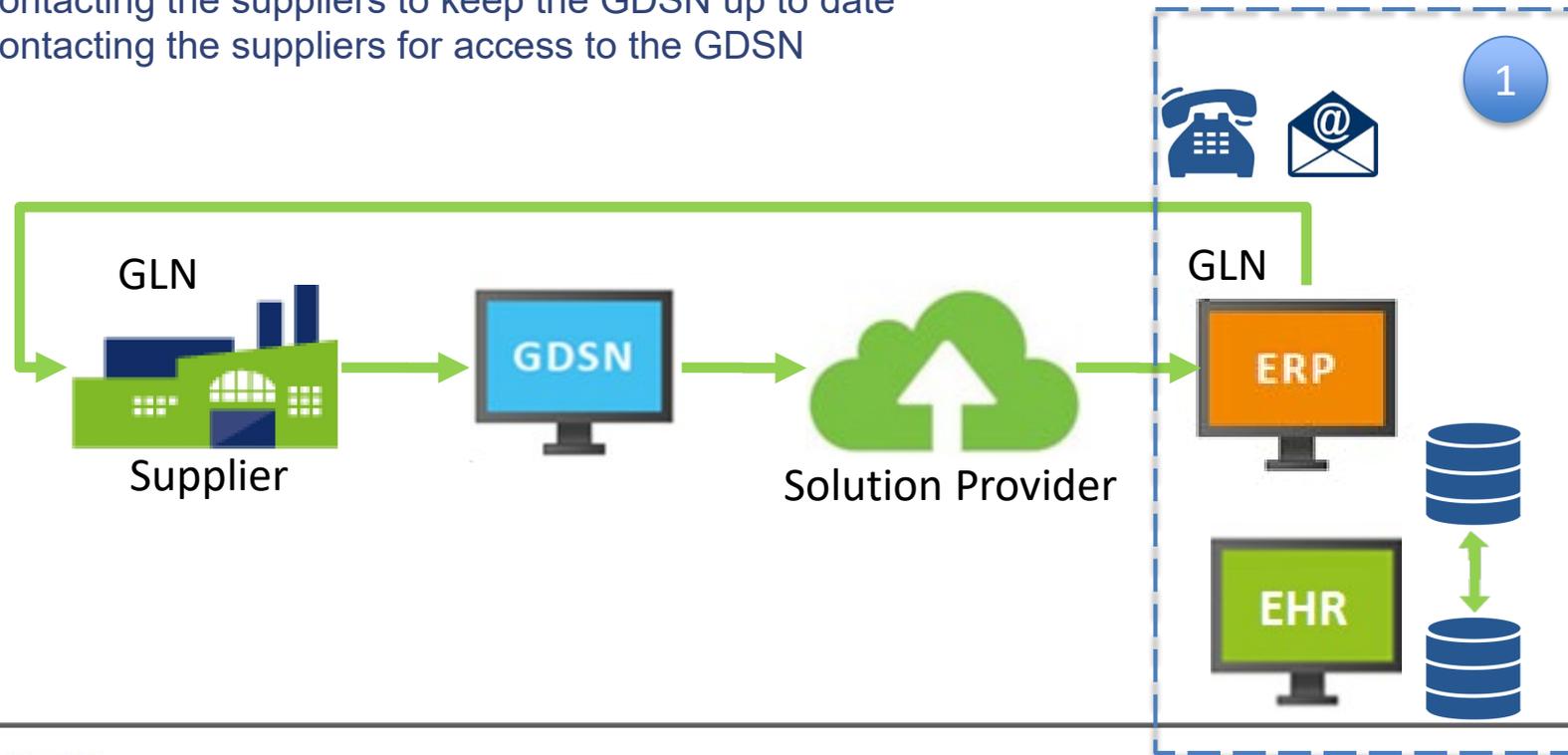
- Contacting supplier
 - Give access to the product information in GDSN (GLN)
 - Import the right product information in our ERP (GLN)
 - Data synchronization between ERP and EHS
 - Keep the data up to date with the right product information



Challenges

1. Hospitals

- Training of intern staff about barcodes, GTIN and GDSN
- Contact the suppliers to fill the required data in the GDSN and give access to the GDSN (GLN)
- Import the right product information to the master product data table of the ERP and EHS
- Keep contacting the suppliers to keep the GDSN up to date
- Keep contacting the suppliers for access to the GDSN



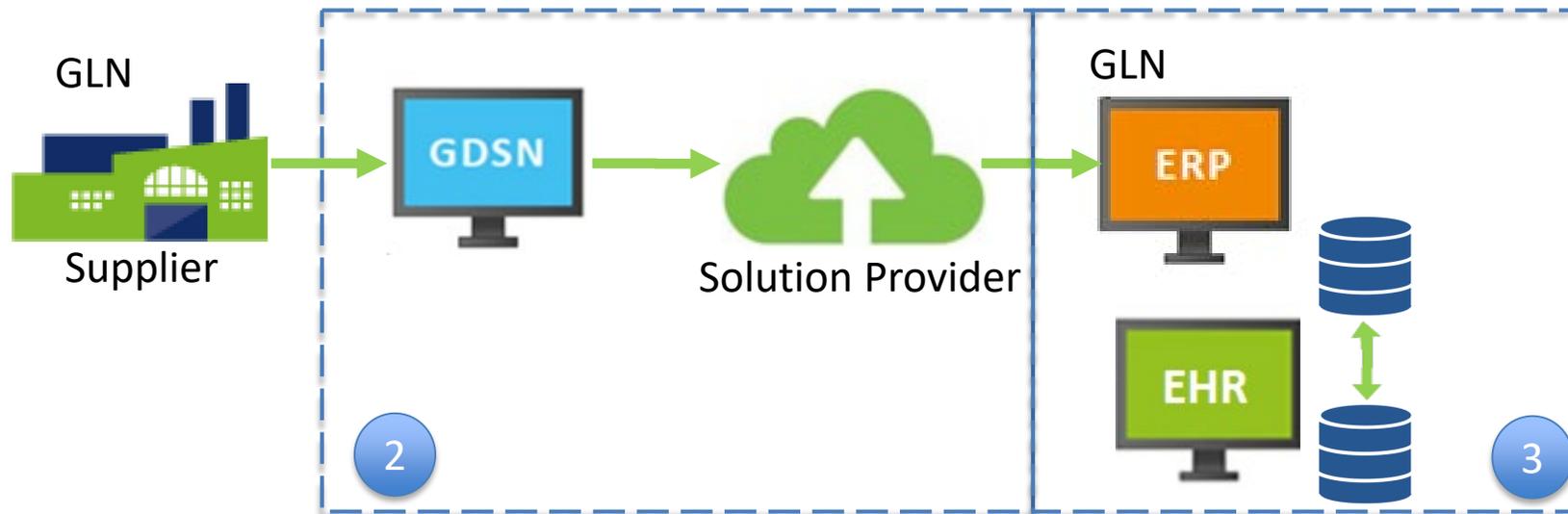
Challenges

2. Solution provider of the mapping service and hospitals:

- Extract and translate the necessary product information from the GDSN
- Map the information in the right format to be able to be processed to the ERP and EHS

3. Solution provider of ERP and EHS and hospitals:

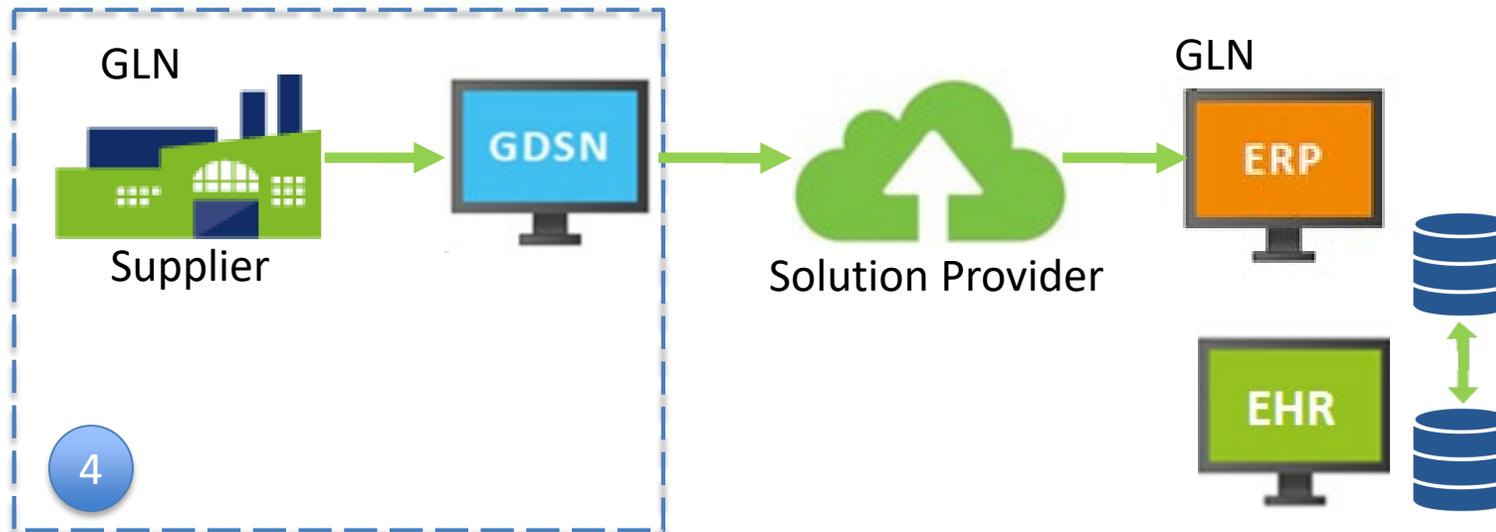
- Map the information in the right format to be able to be processed and imported to the ERP and EHS
- Keep the data up to date



Challenges

4. Suppliers and manufacturers:

- Filling all the required data in the GDSN and keep it up to date
- Managing of all the connections with GDSN to give access to the hospitals and other stakeholders
- Managing that all the account managers have the knowledge of GDSN, barcodes and GTIN's
- Barcode all the products



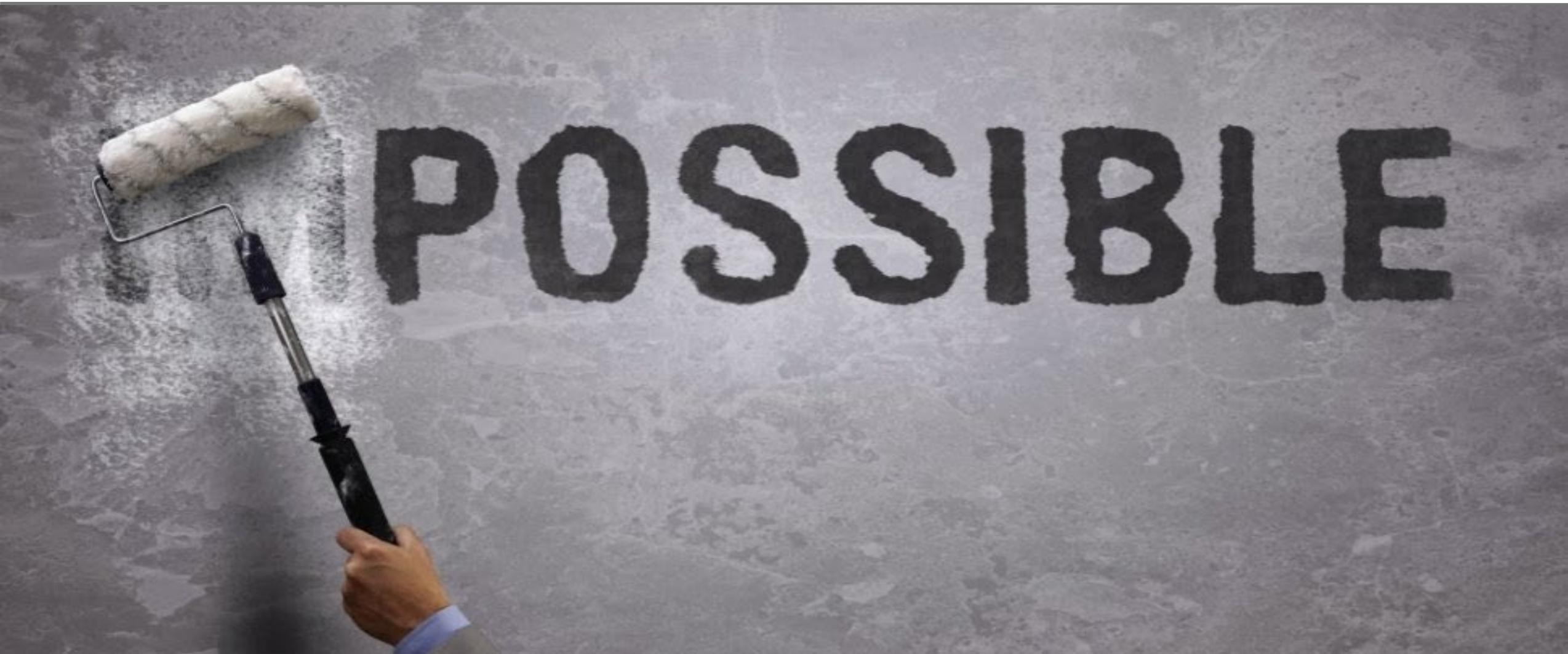
Challenges

5. GS1

- Verifying the right use of the GS1 Standards
- Supporting the stakeholders in the supply chain with the use of GS1 standards
- Bringing to the attention the importance of GS1 standards in the hospitals
- Being the lubricating oil and accelerator for the use of GS1 standards and the GDSN



Thank you for listening



Industry Point of View

Yolanda Bokking
Directorate Procurement
Amsterdam UMC



Hello we are Amsterdam UMC

- merge of 2 academic hospitals **AMC** and **VUmc** (June 2018)
- more than **15,000** professionals
- over **350,000** patients a year
- teaching and training **thousands** of young people
- patient care is **complex** and **highly-specialized**
- international, cutting-edge research in **8** research centers

I am working in the Directorate Procurement as a senior strategy advisor and process manager responsible for optimizing and innovating the purchase to pay process in relation to and to support the healthcare process (connecting SAP and EPIC)





*Amsterdam UMC wants to improve performance and outcomes on **patient safety, quality and cost control***

- Using the power of 7 in the cooperation **NFU**
= all 7 academic hospital centers working together



- Following national, international laws (LIR / MDR) and quality assurance systems (JCI) on: **Implants, medical supplies and medical equipment**
- Focus on **master data governance** and **data quality**



DATA QUALITY is a **must**

Use a **uniform** language:

- Use the manufacturers / suppliers **code** = **GLN**
- Use the **unique** article key = **GTIN**
- Use the correct packages = **ordering units**
- Use the correct classification codes = **GMDN**





Project GDSN - connect to the network

1. Manufacturers and suppliers are **responsible** for providing in **GDSN**:

➤ Correct and complete product data

➤ Valid and readable barcodes (**GS1 standard**)

2. In our organization the healthcare departments perform patient care and want to **scan and register**

Barcode: GS1-128



Barcode: GS1 DataMatrix



1 (01) 0 5410013 11100 9
2 (17) 160527
3 (10) ABC123
4 (21) 12345678

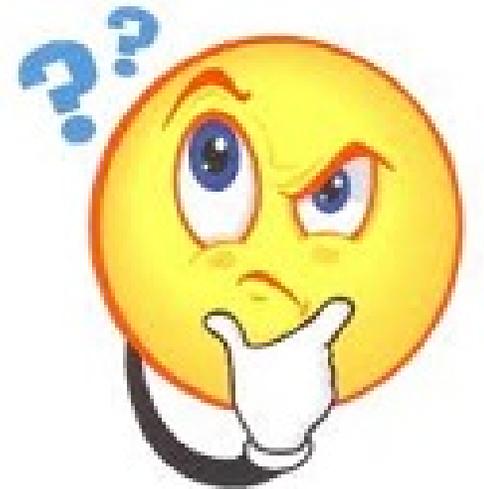
- 1 Product Identifier (GTIN)
- 2 Expiration Date
- 3 Batch/Lot Number
- 4 Serial Number



Challenges coming up

For hospitals as well as manufacturers and suppliers

- Find the **right trusted IT partner** to get the data in *and* out of your own system
- Use GDSN **Import** and **extract** functions for data and use it in **multiple** systems
- *Special challenge for suppliers and manufacturers:
Keep your data **valid** and keep **up-to-date** with product changes*
- Still do **more** with **less** people involved
- Use **knowledge** and **experience** from 





Focus on data quality gives us **extra**

- Better prepared and **on time** for national , international laws and quality checks
- Getting more **efficiency and quality** in master data maintenance in your own IT systems
- Minimalizing **administrative workload** and errors, turn over to controls
- Change the skills needed for data management to a **higher level**
- Getting more **analyzing** power



Let us work together: manufacturers and suppliers as well as the hospitals !!!

Industry Point of View

Panelist Perspectives

Strategy and Value of Data



Manufacturer

- **Product data is a team sport**; the physical product/label to the digital identification
 - Accuracy, completeness, timely, and consistent – agreement
 - Value for all stakeholders (global and local)
- Patient safety and improved outcomes

Solution Provider

- Data consistency for Regulatory purposes (UDI databases) and Trading partners requirements
- Leveraging GS1 standards globally on Master Data
 - Supporting multiple use cases
- Enable cost reduction in supply chain, procurement efficiency, increased patient safety

Distributor/Wholesaler

- Data accuracy and completeness to
 - Ensure compliant transactions (Track and Trace, Hazmat, NIOSH, IATA, TAA)
 - Minimize supply chain discrepancies (UoM, quantity)
 - Prevent pricing and costs adjustments
- Drive towards timely, right first time, data
- Ensure the product gets to the patient quickly, safely, and cost effectively.

Current Roadblocks



Manufacturer

- Multiple source systems
- Various manual processes
- Multiple regulations and requirements changing
- New product introductions, mergers, acquisitions, and divestitures

Solution Provider

- Proprietary solutions vs Standard (GS1/GDSN) solutions
- Manageable product content demand in terms of complexity
- Need of a “standard understanding of the Standards”
 - Detailed implementation guides
- Data quality

Distributor/Wholesaler

- Complexity of Data
 - Regulatory data being required is increasing
 - Products are becoming more complex
 - Requirements are changing, quickly
- People, the process is manual, manual means errors
- Systems, the data is in many systems, not all aggregated

Trading Partner “Ask”



Manufacturer

- Discuss your business needs
- Start small – a line of products, or specifics
- Benchmark and measure progress with us
- Keep communications ongoing, “we” are never done

Solution Provider

- Simplicity (at local and global level)
- Efficiency
- Data quality
- Enabled by leveraging GS1 standards

Distributor/Wholesaler

- Understand your data, make sure it’s 100% accurate ,
- But, make sure it’s complete as well
- Industry – let’s imagine best in class, and work in small steps to better
 - Agree on a set baseline of what is “Master Data”
 - Mature – Spreadsheet technology dates back to 1983 (Lotus 123), why are still using it?
 - Let’s learn from existing industries and look at right-sizing existing technologies.

Next Steps for Healthcare



- Renew focus on Data Quality
- Embrace the value of data sharing as a means to achieve master data quality
- Renew focus on awareness and GDSN implementation support
- Embrace a core set of Healthcare data elements as a starting point and begin sharing and using the data

Questions?

Discussion, Questions & Answers



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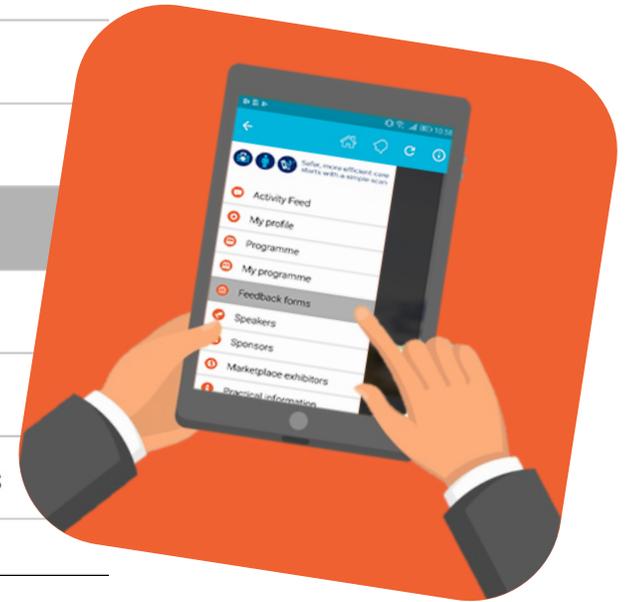
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