Sharing Product Master Data by effectively leveraging GDSN (Global Data Synchronization Network)

Mike Wallace
Director
Global Standards and Serialization
Abbott
Abbott at a Glance

- Market-leading pharmaceuticals
- Advanced medical products
- Trusted infant, child and adult nutritional products

![Biaxin](image1)
![Humira](image2)
![Xience V](image3)
![Similac](image4)
Abbott at a Glance

- Market-leading pharmaceuticals
- Advanced medical products
- Trusted infant, child and adult nutritional products

Our Business Strategy: Diversity

Worldwide Sales
(dollars in billions)

Yearly Sales Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (billion)</th>
</tr>
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<tbody>
<tr>
<td>2003</td>
<td>$16.2</td>
</tr>
<tr>
<td>2004</td>
<td>$18.1</td>
</tr>
<tr>
<td>2005</td>
<td>$20.0</td>
</tr>
<tr>
<td>2006</td>
<td>$22.3</td>
</tr>
<tr>
<td>2007</td>
<td>$25.9</td>
</tr>
<tr>
<td>2008</td>
<td>$29.5</td>
</tr>
<tr>
<td>2009</td>
<td>$30.8</td>
</tr>
</tbody>
</table>
Initiatives Around the World Using GS1 Standards

2010
Most Active

Sales & Marketing Locations Only

Major Plant and Sales & Marketing Locations
A Timeline of Initiatives Requiring GS1 Standards & Serialization

Other countries with GS1 Standards activity:
Hong Kong, China, Mexico, Russia, Columbia*, Thailand, Uruguay, Germany*, Taiwan*, Switzerland, Kenya*

Projected
50% California Pedigree*
100% California Pedigree*

* May Require Serialization
Growing requirements across the globe for

- Standardized healthcare business processes
- Data sharing with trading partners and regulators

Drivers for this demand are

- Improved patient safety
- Improved supply chain efficiency
- Reduced reimbursement fraud
Situation Assessment

There are two major issues:

1. We do not have the right data, in the right format
   - Standardized, common data elements

2. The data cannot be shared
   - Virtual – In our Systems and Accessible
   - Physical – On the Package
A new definition of Product?

To be successful a product must:

- Fill a customer need
- Meet a cost/benefit threshold
- Be high quality
- Provide incremental value
- Be easy to use and understand
- Available to the market

<table>
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<tbody>
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Our new definition of Product must include the Data!

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<table>
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<tr>
<th>Product</th>
<th>Data</th>
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<tbody>
<tr>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>✔️</td>
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In Nirvana, what is required to maximize the utilization and benefits for the **ENTIRE** supply chain?

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Manufacturer</th>
<th>Distributor</th>
<th>Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply Global Standards and standardized Label Marking which enables AIDC Technologies</td>
<td>Utilize Global Standards for all transactions and systems or AIDC technology for data entry. No re-labeling.</td>
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<td>Exchange data with Trading partners using standard data tools.</td>
</tr>
<tr>
<td>Adopt Global Standards</td>
<td>Elimination of proprietary data standards</td>
<td>Elimination of proprietary data standards</td>
<td></td>
</tr>
<tr>
<td>High quality label printing with AIDC markings</td>
<td>Flexible readers capable of using standard AIDC markings. No data transformations or manual data entry</td>
<td>Flexible readers capable of using standard AIDC markings. No data transformations or manual data entry</td>
<td></td>
</tr>
<tr>
<td>Publish data to trading partners</td>
<td>Must be capable of accepting and publishing data to trading partners</td>
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<td></td>
</tr>
</tbody>
</table>

**Implications**

**Requirements**

- Apply Global Standards and standardized Label Marking which enables AIDC Technologies
- Standardized Data Exchange - B2B / EPCIS / EDI
- Adopt Global Standards
- High quality label printing with AIDC markings
- Publish data to trading partners
Just follow the bouncing ball

Different Data Scanning Points

Description of the Major Supply Chain Processes

- Industry
- Logistics provider
- Healthcare facility

Abbott
A Promise for Life
It’s this combination of Product and Information that will increase the chances of a successful outcome!
Product Master Data used in GDSN

Registry Information
Mandatory Attributes
Optional Attributes
Healthcare Extension

All Other Product Master Data
Where is all the Product data?

- Work Order
- Bill of Materials
- Marketing Information
- Clinical Information
- Regulatory Filings
- Label Copy

It's here, there and everywhere!!
Product data needs to be standardized

In preparation for GDSN

- Standardize data within existing systems
- Standardize data with a new system
  - Internal (MDM)
  - External (IDEA, et.al.)
Where is all the Product data?

In many companies, it also exists in separate systems across multiple businesses, divisions or affiliates.
Some Key Learnings

- Most businesses have most of the data
- The available data is not correctly formatted for GDSN
- There is data that exists only in hardcopy form
- Identifying the correct data and source system is time consuming
- Data transition will require significant resources
- GDSN processes require routine attention
- Practice makes perfect!
Challenges - Global

- Management awareness and understanding
- Multiple system landscapes
  - ERP
  - Master Data
- Mixed use products
  - Nutritionals in one country are Pharmaceuticals in others
  - Drug Device Combinations
- Attribute Proliferation
  - How many attributes are enough?
  - What is the true objective?
- Legacy numbering systems – Transition to GS1
Benefits

- Efficiencies in maintaining product information for multiple customers in single source
- Reduction in error rates on orders
- Improved communication between supplier & customers
Thank You!

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