Boa tarde. Eu gostaria de agradecer a GS1 por me convidar para compartilhar nossa experiência com o Catálogo de Produtos Nacional. Eu não posso falar Português, mas eu gosto de tentar se comunicar na língua do país que eu sou, mas - como todos sabemos, é trabalho duro. Acredito que os padrões GS1 melhorar a comunicação crítica através das fronteiras nacionais.

Good afternoon. I'd like to thank GS1 for inviting me to share our experience with the National Product Catalogue. I cannot speak Portuguese but I enjoy trying to communicate in the language of the country I am in, but as we all know it is hard work. I believe GS1 standards enhance critical communication across national borders.
Founded in 1888 in US, headquartered in Chicago
91,000 employees worldwide
Customers in more than 130 countries
2011 annual sales of $US38.85B
2011 R&D investment of $US4.8B
Abbott ANZ at a Glance

- Founded in 1937 in Australia; 1941 in New Zealand
- Broad-based healthcare company with diversified product portfolio
- Approx. 700 employees across all ANZ divisions
- Division head offices in Sydney & Melbourne, Wellington & Auckland
- Ranked in the Top 50 Best Places to Work in Australia
Abbott ANZ
a diversified business

- Pharmaceuticals
- Diagnostics
- Nutrition
- Diabetes Care
- Vascular
- Molecular
- Point of Care
- Medical Optics
Implementing GDSN in Australia ...
the NPC in action

what
<table>
<thead>
<tr>
<th>Why</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>pioneering</td>
<td>Australia was the first country in the world to adopt the NPC for healthcare and Abbott was amongst the first companies to populate the catalogue.</td>
</tr>
<tr>
<td>achieving</td>
<td>Our local team worked hard to achieve the first NeHTA deadline of June 30th, 2007 and as a result have experienced the benefits of having a single source of product and price information for our trading partners.</td>
</tr>
<tr>
<td>caring</td>
<td>We recognise the value of having unique identifiers for our products - not only in achieving supply chain efficiencies but more importantly patient safety.</td>
</tr>
<tr>
<td>enduring</td>
<td>What we’ve learned from our early efforts continues to inform how we deal with business acquisitions and separations.</td>
</tr>
</tbody>
</table>
2007 - All divisions (-1) loaded data to the NPC
2008 - Abbott in the USA established the GSSO
2009 – the remaining AU division loaded data to the NPC
2010 - The GSSO established a global policy on adoption of GS1 standards (including the creation & management of GTINs and GLNs)
2010 - Abbott acquired Medical Optics & integrated data in NPC
2011 - Abbott acquired Solvay & integrated data in NPC
2012 - Abbott announced separation of Proprietary Pharmaceuticals & work began on separating NPC data
2013 - AbbVie established & new catalogue loaded to NPC
- Single catalogue, multiple divisions, multiple business platforms

- Loaded all divisions operating in Australia (with one exception) in July 2007; continue to load new divisions (acquisitions)

- Currently 4,000 plus GTINS

- Data for most divisions loaded via SAP (system-to-system auto data upload via AS2 connection)

- Using Browser template to upload, download & check data (AMO, EPD, PPD, AN)

- In process of implementing Innovit MDM iiCE and then separating catalogue
Our Team:
Supply Analyst
Inventory Analyst
Pricing & Contracts Manager
Regulatory & IT personnel

Time invested:
1 day per week x 3 mths = 12 days

Outcomes:

✓ Data requirements identified & process developed to load & synchronise.
✓ Local tables for additional data built to supplement BPCS data.
✓ Data synchronisation tool sourced & implemented.
✓ Data loaded to NPC by 30th June 2007 deadline as required by NeHTA.

Benefits:

☑ Reduction in time to respond to individual trading partner requests for product & pricing data.
☑ Reduction in order entry & pricing errors.
☑ Foundation for e-commerce transactions with trading partners
in summary

- Decided to get on board early and learn by doing
- Set up a cross functional project team to make it happen
- Achieved the first milestone set by NeHTA to load product data by July 2007 for most Abbott Divisions
- Watched for jurisdictions to access data and have been encouraged by uptake
- Continue to work on improvements and adapt to on-going changes within our businesses
key drivers for Abbott in Australia to adopt NPC
building the patient safe house

why
<table>
<thead>
<tr>
<th>Driver</th>
<th>Objectives</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer requirements</td>
<td>• Comply with NeHTA agenda and government trading partner requirements</td>
<td>Reduction in healthcare costs to the nation through supply chain efficiencies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Less time &amp; effort on the part of suppliers in providing information through a standardised approach to tender submissions and reporting across different state jurisdictions</td>
</tr>
<tr>
<td>Business efficiencies</td>
<td>• Establish single source of data for multiple trading partners</td>
<td>• GTINS and trading partner GLNS held within ERP systems</td>
</tr>
<tr>
<td></td>
<td>• Build foundation for electronic commerce through shared data</td>
<td>• Greater supply chain visibility between trading partners</td>
</tr>
<tr>
<td></td>
<td>• Reduce inventory in channels</td>
<td>• Improved returned goods management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Anticipated improvement to recall management via Recallnet</td>
</tr>
<tr>
<td>Business reputation</td>
<td>• Be recognised as a company that is easy to do business with.</td>
<td>• Increased customer satisfaction leading to successful tender submissions and repeat business</td>
</tr>
</tbody>
</table>

**why**
supply chain complexity

why

Global Distribution Centre

Australia

New Zealand

Customs Agents

Abbott DC Distributor

Medical Distributors

Pharma Wholesalers

Direct Customers

Diagnostics Centres

Hospitals

Doctors

Pharmacies
getting ready for NPC

- Identify target data and complete gap analysis
- Develop functional requirements: new fields; data extraction
- Review & cleanse data
- Load & test sample data, amend then load & test full data
- Review current processes around item master creation & maintenance, item & price changes, pack & pallet changes, product deletions etc
- Revise, map & update processes to include new data requirements
- Identify process owner
what we’ve learned

- Get help
- Get started
- Own your data
- Go back and talk directly to your trading partners
- Learn from their experience using NPC data
- Be prepared to change what needs to be changed
- Don’t think it’s ever done & dusted!
Implementing GDSN in New Zealand ...

coming soon –
the NZHC
NZHC & GS1net In Action

- Supplier
- GS1net
- Target market New Zealand
- Target market Australia
- New Zealand Healthcare Catalogue
- Other Data Recipient(s)
  - e.g. Southern Cross Hospitals, NZULM, etc
- DHBs, Public buying agencies etc
Australia and New Zealand
a consistent approach

- Branding & Descriptions
- Packaging Hierarchy & Applicable Components
- Order & Trading Information
- Dimensions & Contents
- Classifications & Alternative Identification
- Pricing