Steve doesn’t like lapel microphones
Agenda

- The ‘G’ in GDSN – **Dianne Prince**, Customer Supply Chain Manager, Abbott Australia
- **What** is GDSN – **Steven Robba**, Director of Global Standards, 1WorldSync Inc
- **How** does GDSN work – **Margot Drees**, Executive Director, Global Strategy Global Healthcare Exchange
- **Why** should we use GDSN – **Mike Rose**, Vice President, Johnson and Johnson
the G in GDSN

Dianne Prince
Customer Supply Chain Manager
dianne.prince@abbott.com
Steve’s mum and dad like to travel.
Over the last few years they have been to the USA, Portugal, Italy, Egypt, Australia (via Hong Kong), New Zealand and Spain. There is no stopping them.
However at 70 and 73 both are somewhat dependant on Drugs and Medical Devices. Between the two they take 10 drugs daily and one of them uses a stoma bag.
Careful planning around their medication is required when travelling and things could be a lot easier if they were able to access their medications in different countries.

And then there’s Steve … let me read you the email he sent yesterday explaining why he’s not at this conference.
People rarely stay in one health system any more, we travel to other countries more often and later in life.

When we travel we are able to withdraw $ from our bank as long as the information the bank holds about us against our individual PIN is accurate at the time we try to access via the ATM.

GDSN - just like a bank - is a critical enabler of our well-being.

GDSN ensures that all of us can move about safe in the knowledge that consistent and unambiguous product information is available if or, if we need wherever we are ATM.
Agenda

- The ‘G’ in GDSN – Dianne Prince, Customer Supply Chain Manager, Abbott Australasia
- What is GDSN – Steven Robba, Director of Global Standards, 1WorldSync Inc
- How does GDSN work – Margot Drees, Executive Director, Global Strategy Global Healthcare Exchange
- Why should we use GDSN – Mike Rose, Vice President, Johnson and Johnson
Connecting Trusted Product Data Everywhere

Steve Robba, Director of Global Standards
October 2012
1WorldSync Product Data Management Platform

BRAND OWNER
Seller / Manufacturer

B2B DATA

B2C DATA

THIRD PARTY DATA

USAGE DATA

CHANNELS
Healthcare Recipient
Government Regulatory
IAP / E-Tailer
Social Media

END USER
Patient

CONNECTING TRUSTED PRODUCT DATA EVERYWHERE
© 1WorldSync 2012
Brand-owners can share relevant product information easily, thus building trust with consumers.

Consumers can feel confident that the digital product information they access is accurate, no matter how or where they shop.

Internet Application Providers can ensure they are delivering authentic data.
Trusted Source of Data

iTunes Contains 15,000 available Smartphone Applications for Medical category today!

Where is the data coming from?
Agenda

• The ‘G’ in GDSN – **Dianne Prince**, Customer Supply Chain Manager, Abbott Australasia

• **What** is GDSN – **Steven Robba**, Director of Global Standards, 1WorldSync Inc

• **How does GDSN work** – **Margot Drees**, Executive Director, Global Strategy Global Healthcare Exchange

• **Why** should we use GDSN – **Mike Rose**, Vice President, Johnson and Johnson
4 Actors/Participants

1. Source
2. Recipient
3. Data Pool(s)
4. Global Registry

Data transactions that take place within the cloud are governed by GDSN.

Interactions that take place outside of the cloud are defined between the data pool and their customers.
1. Supplier Loads data
2. Data Pool Registers data in GDSN Registry
3. Recipient Subscribes to data
4. Registry routes Subscription
5. Supplier Publishes data
6. Data Pool matches Pub & Sub
7. Data Pool routes data to Recipient
8. Recipient Confirms data
Supplier synchronizes with a Recipient on another Data Pool

GDSN Global Registry

Register Data
GTIN, GLN, GPC Code, Target Market

Subscription

Source (Supplier)
Manufacturer
Brand Owner

Data Load

Home Data Pool

Data Publication

Recipient
Provider
GPO
Distributor
Solution Provider (Software Vendor)

Subscription

Catalog Item Notification

Other Data Pool

Catalog Item Notification
Agenda

- The ‘G’ in GDSN – **Dianne Prince**, Customer Supply Chain Manager, Abbott Australasia
- **What** is GDSN – **Steven Robba**, Director of Global Standards, 1WorldSync Inc
- **How** does GDSN work – **Margot Drees**, Executive Director, Global Strategy Global Healthcare Exchange
- **Why should we use GDSN** – **Mike Rose**, Vice President, Johnson and Johnson
Global Data Synchronization
GS1 Healthcare Global
Lisbon, Portugal

Mike Rose | October, 2012
GS1 and GDSN Adoption Program

Business Benefits

- Improve patient safety
- Meet customer requirements
- Enable supply chain visibility
- Improve logistics efficiency
- Improve order accuracy
- Support evidence-based medicine initiatives
GDSN Benefits
Closer look at the reasons why

• **Compliance**
  – Meet UDI regulations
  – Support track & trace capabilities/recalls

• **End-to-End Visibility**
  – Clear identification of products & attributes
  – **Consistent & accurate** data flow (mfg->distributor->hospital->patient)
  – Elimination of non-standardized data (e.g., customer item #s)
  – Expansion beyond core attributes for broader value
  – New Item visibility

• **Efficiency**
  – Reduce cost to serve
  – Streamline customer facing processes
  – Improved Order Accuracy
  – Near real-time data product updates
Data Synchronization Status

• Consumer Products
  – Approximately 30,000 SKUs worldwide
  – Retailers such as WAL-MART

• Medical Devices & Diagnostics
  – Approximately 8,000 SKUs worldwide
  – U.S. Department of Defense Medical Logistics
  – Mayo Clinic
  – Cardinal Health
  – St. James Hospital
Customer Collaboration (U.S.)
Mayo Clinic

- **Project Ice Auger**
  - Partnership between trading partners to implement GS1 standards
- **Participating Organizations**
  - Mayo Clinic
  - Johnson & Johnson
  - Cardinal Health
  - Novation
  - GHX
- **Integrate GTIN and data synchronization processes via GDSN**
Customer Collaboration (Ireland)
St. James Hospital Dublin

---

GDSN Response Message

<table>
<thead>
<tr>
<th>Message Header</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Message Identifier</td>
<td>CDN_2012-10-02-10-41-22.569-8797</td>
</tr>
<tr>
<td>To GLN</td>
<td>0705038000007</td>
</tr>
<tr>
<td>From GLN</td>
<td>11000010000562</td>
</tr>
<tr>
<td>Creation Date and Time</td>
<td>2012-10-02T10:41:22.569+02:00</td>
</tr>
<tr>
<td>File ID</td>
<td>CDN_2012-10-02-10-41-22.569-8797</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CIN Delivery Notification</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Provider</td>
<td>0705038000007</td>
</tr>
<tr>
<td>Name of Information Provider</td>
<td><strong>Johnson &amp; Johnson</strong></td>
</tr>
<tr>
<td>Data Recipient</td>
<td><strong>5394101000010</strong></td>
</tr>
<tr>
<td>Global Trade Item Number</td>
<td>30705031081523</td>
</tr>
<tr>
<td>Target Market Country Code</td>
<td>372</td>
</tr>
<tr>
<td>Target Market Subdivision Code</td>
<td>10005844</td>
</tr>
<tr>
<td>Classification Category Code</td>
<td></td>
</tr>
<tr>
<td>Description Short</td>
<td>SILK BLK 75CM M3 USP2/0 SGLE ARMED</td>
</tr>
<tr>
<td>Last Change Date Time</td>
<td>2012-07-20T20:47:00</td>
</tr>
<tr>
<td>Trade Item Status</td>
<td>ADD</td>
</tr>
<tr>
<td>Party Receiving Private Data</td>
<td><strong>5394101000010</strong></td>
</tr>
</tbody>
</table>

---

This information is provided on behalf of [GS1 Global Office](#).

<table>
<thead>
<tr>
<th>GLN</th>
<th>COMPANY</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>5394101000010</td>
<td>St. James’s Hospital</td>
<td><a href="http://www.stjames.ie">www.stjames.ie</a></td>
</tr>
<tr>
<td></td>
<td>James’s Street P.O. Box 580</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ROI Dublin 8</td>
<td></td>
</tr>
</tbody>
</table>

Responder: 9501101020030, Responses: 1, RC: 0 (No error)
Agenda

- The ‘G’ in GDSN – **Dianne Prince**, Customer Supply Chain Manager, Abbott Australasia
- **What** is GDSN – **Steven Robba**, Director of Global Standards, 1WorldSync Inc
- **How** does GDSN work – **Margot Drees**, Executive Director, Global Strategy Global Healthcare Exchange
- **Why** should we use GDSN – **Mike Rose**, Vice President, Johnson and Johnson
Questions please

- GDSN?
- Patient safety?
- Others?
Contact Details

mark.brommeyer@nehta.gov.au
adianne.prince@abbott.com
srobba@sa2worldsync.com
mdrees@ghx.com
MRose@its.jnj.com