Healthcare’s Need for GDSN

Berlin, GS1 HUG Meeting
Tom Werthwine, Johnson & Johnson
Healthcare’s Need for GDSN

History: How the Healthcare Industry trades Product Data

- Paper to Paper
  - Peer to Peer (direct mail or sales rep)
  - Multiple numbers to identify product
  - Multiple names and numbers to identify sellers and buyers
  - Verbal, fax, and hard copy orders
History: How the Healthcare Industry trades Product Data

- **Paper to Paper**
  - Peer to Peer (direct mail or sales rep)
  - Multiple numbers to identify product
  - Multiple names and numbers to identify sellers and buyers
  - Verbal, fax, and hard copy orders

- **eFile to eFile**
  - Peer to Peer (email, FTP, sales rep w/ CD)
  - Hospitals loading HIS and Pharma Formularies
Healthcare’s Need for GDSN

History: How the Healthcare Industry trades Product Data

- Paper to Paper
  - Peer to Peer (direct mail or sales rep)
  - Multiple numbers to identify product
  - Multiple names and numbers to identify sellers and buyers
  - Verbal, fax, and hard copy orders
- eFile to eFile
  - Peer to Peer (email, FTP, sales rep w/ CD)
  - Hospitals loading HIS and Pharma Formularies
- Internet
  - Peer to Peer or through Service Provider
  - One to many and many to one model
Healthcare’s Need for GDSN

Who wants Our Product Data?

- ALLSource® Catalog
- U.S. Dept of Defense
- Health eMarketplace
- ECCNet
Healthcare’s Need for GDSN

Who wants Our Product Data?

- Coalition for Healthcare eStandards
- Product Data Utility
- France Hospital Initiative
- CENABAST
- Chile Auge Project
- Turkey UBB Project
Healthcare’s Need for GDSN

What Attributes do Our Customers want?

GTIN
GS1 GPC
UNSPSC
GMDN
NDC
Cladimed
CAGE
EPC
Others...

Global Product Classification (GPC)
How do we proceed?

• First Meeting: Friday, 16 February 2007 immediately following GS1 Forum in Brussels BE
• Need balanced representation: GS1 MO’s, Healthcare Suppliers, and Healthcare Providers
• Support from GS1 Professional Staff
• Explore and align classification categories
• Define data elements unique to pharmaceuticals, medical devices, biologics, etc.
• Educate industry and drive global adoption
Healthcare’s Need for GDSN

How do we proceed?

• Explore and align classification categories

<table>
<thead>
<tr>
<th>Level of classification detail</th>
<th>Segment</th>
<th>Family</th>
<th>Class</th>
<th>Commodity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attribute</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

UNSPSC  GPC

Courtesy GS1 Canada Web Site
How do we proceed?

- What value can the HUG effort bring?
  - Define Patient Safety Attributes
    - MRI compatibility
    - LATEX
    - Cold Chain
Healthcare’s Need for GDSN

The GDSN Business Flow

- Registration of GTIN & GLN
- Subscription
- Publication
- Data Synchronized (Confirmation)
- Data Source
- Global Registry
- Source Data Pool
- Recipient Data Pool
- Data Recipient
- Data (GTIN & GLN) Definition
- Publication
- Subscription
Contact details

Tom Werthwine
Global Supply Chain, Johnson & Johnson
T 01 732 524 1047
E twerthwi@corus.jnj.com

The global language of business

www.gs1.org