



# Master Data Management with GDSN

Work in Progress, Implications and Outlook

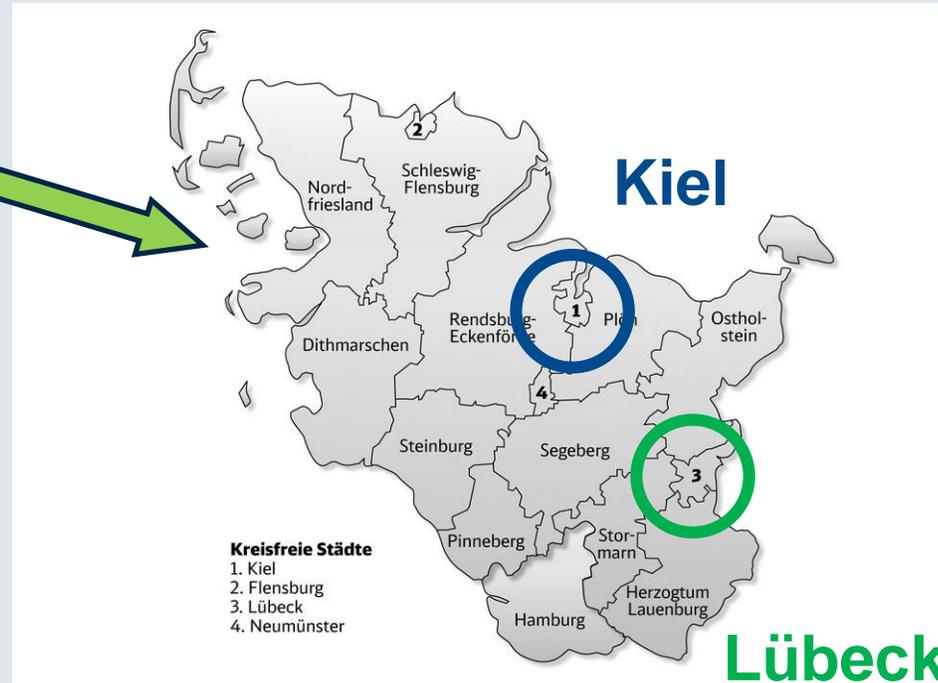
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# Schleswig-Holstein & its University Medical Center



<u>Beds</u>	
Kiel	~1.200
Lübeck	~1.100
<u>Inpatients / year</u>	
Kiel	~55.000
Lübeck	~55.000
<u>Outpatients / year</u>	
Kiel	~180.000
Lübeck	~160.100



## Main Motive for UDI: Patient Safety

- Two prerequisites for safe use of medical devices:
  - Reliably and easily identify the device
  - Know the properties of the device
- Accordingly:  
Two components of UDI regulations:
  - Device and Production Identifiers
  - Global UDI Database (GUDID) and corresponding databases



## UDI can be a blessing for hospitals

- Not only for patient safety
- Also for processes
  - Not only for logistics – track & trace
  - Also clinical processes at the point of care
    - Chance to improve revenue



## Streamlining medical processes

- Have in the right place at the right time
  - Patient
  - Providers
  - Appliances
  - Devices & Consumables
  - **Information / knowledge about**
    - Patient
    - Providers
    - Appliances
    - Devices & Consumables



- So far the easy part:  
Defining wishes and requirements
- Now the going gets tough:  
**Implementation**



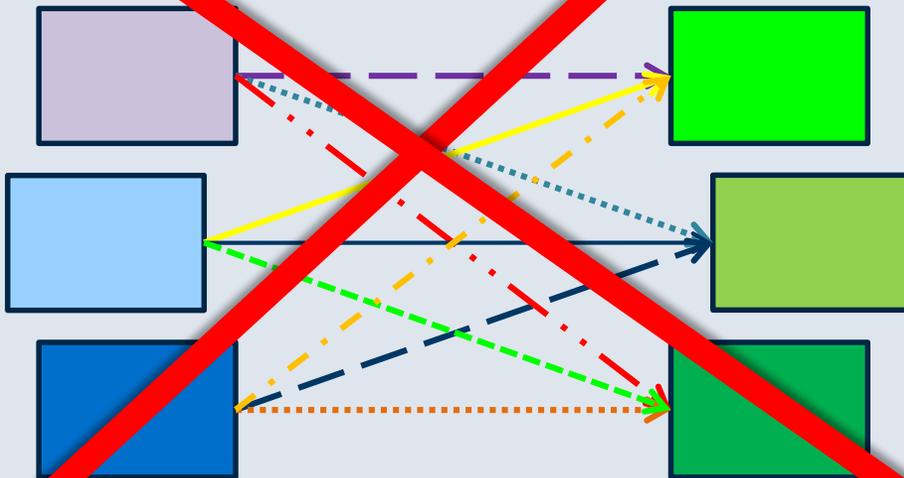
## UDI challenges for hospitals

- Availability from external sources
  - timely / up-to-date
  - correct
  - complete  
(whatever that means, we will come back to that)
- Management within the organisation
  - including quality management
- Data flow within the organisation
  - including display at the point of care
  - including propagation between IT applications

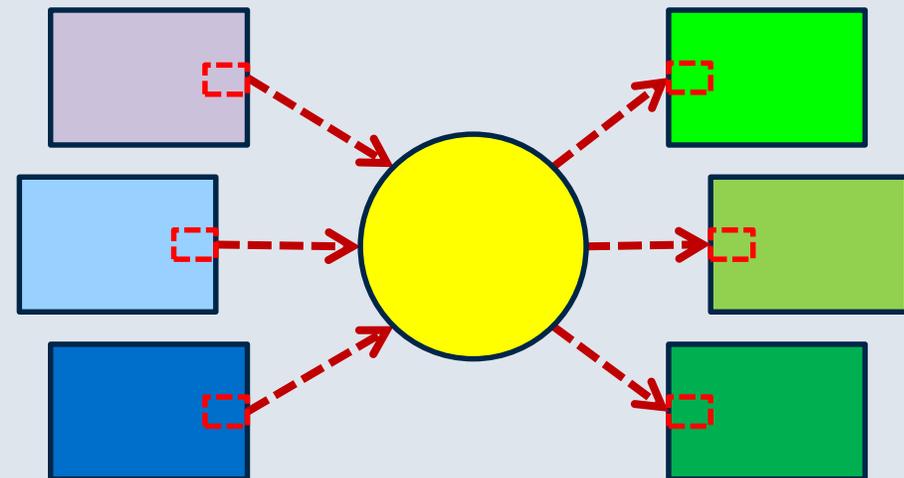


## Availability from external sources: Communication

- Many-to-many  
is outdated

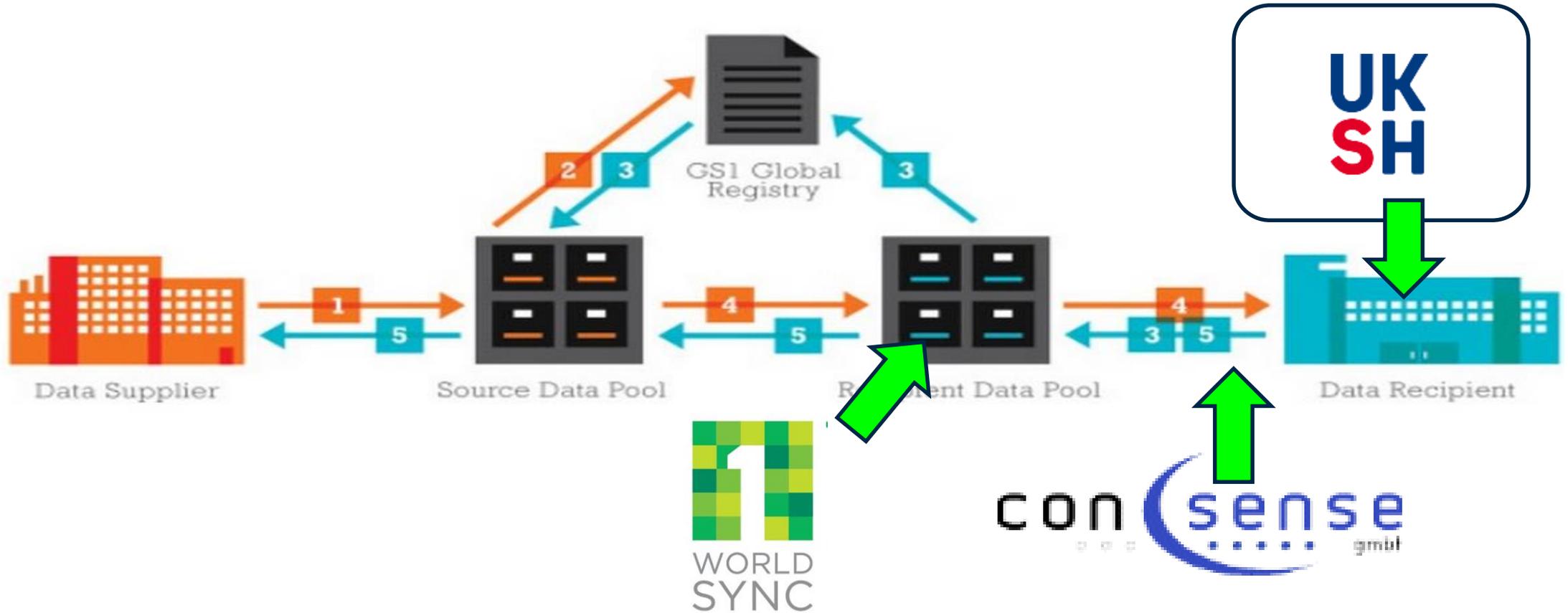


- One-to-many (data hub)  
is the future





# Global Data Synchronization Network (GDSN)





## Challenges for the UKSH

- We fell behind with our homework
  - Activation of the interface to the GDSN
  - Definition of rules and procedures for Master Data Quality Management
- We have (not too phony) excuses
  - Lack of resources
  - Unexpected culture shocks
    - Now there is content used by clinical staff (= aliens...)
    - Master data are responsible for clinical work flows
  - Change of GPO
- We promise improvement



## Master data content

- For logistics and procurement
  - OK, that's the basics
- For clinical aspects
  - This is the area providing a lot of additional value for the healthcare providers



# Unique device identifiers for coronary stent postmarket surveillance and research: A report from the Food and Drug Administration Medical Device Epidemiology Network Unique Device Identifier Demonstration

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**Conclusions** This process for identifying requisite extensions to support the effective use of UDI-associated data should be generalizable. Implementation of a UDI system for medical devices must anticipate both global and device-specific information. (Am Heart J 2014;168:405-413.e2.)



## UDI and Patient Safety: Raising Awareness in Germany



AKTIONSBÜNDNIS  
PATIENTENSICHERHEIT



VERBAND DER  
UNIVERSITÄTSKLINIKA  
DEUTSCHLANDS

- Alliance for Action on Patient Safety
- Federation of University Medical Centers in Germany



**Thank you  
for your attention**