



## GS1 GDSN success story

# Two healthcare purchasing organisations now share a greater volume of medical product information with their members



By deploying catalogues that call upon the GS1 Global Data Synchronisation Network (GS1 GDSN®), two Group Purchasing Organisations (GPOs) in France have made it fast and easy for healthcare sector manufacturers to make more of their products available to hospitals, nursing homes and pharmacies.

Many suppliers in the global healthcare sector need to manage a huge number of product references—from 5,000 up to 10,000 or more for a single manufacturer. Companies in this sector also must respect a range of frequently changing regulatory requirements, some of which are designed to create a harmonised and consistent approach to product identification.

These are all reasons why so many healthcare GPOs have chosen to use GS1 GDSN for their electronic catalogues: GS1 GDSN makes it quicker, simpler and more efficient for suppliers to get all those products into their catalogues.

RESAH and GAM are two such GPOs, both based in France. Each worked with @GP, a GS1 GDSN-certified data pool, to automate the collection and publication of product data from their suppliers. This data is then used to feed the information systems of the hospitals, nursing homes and pharmacies they serve in a structured, interoperable format that can be directly integrated into management systems.

Due to French law, RESAH's and GAM's suppliers must also be given the option to upload their product information manually; ironically, this has allowed the two organisations to truly see the benefits that GS1 GDSN can provide.

### In short



**Organisation:** RESAH

**Type:** A group purchasing organisation for public and non-profit private hospitals and nursing homes

**Market:** France

**Sector:** Healthcare



**Organisation:** GAM

**Type:** A group purchasing organisation for private hospitals, nursing homes and pharmacies

**Market:** France

**Sector:** Healthcare



**GS1 GDSN-Certified Data Pool:** @GP

**Sectors:** CPG/retail, healthcare, transport & logistics, government & more

“The team at @GP really knew how to manage our project quickly and efficiently, with a great attitude and exceptional willingness to develop a solution based on GS1 GDSN that matched our very specific needs. We are very pleased with the collaboration.”

**Camille Labaune**  
Project Manager, Digital Transformation, RESAH



Suppliers who  
**DO use GS1 GDSN**

**10,000+ products\***

**3 weeks\***

*to make product information available*

**VS**



Suppliers who  
**DO NOT use GS1 GDSN—**  
but manually upload their product information

**20 products\***

**3-6 months\***

*to make product information available*

*\*on average on RESAH's or GAM's purchasing portals*

### More products available for patients—and faster

The French GPOs have noted that their suppliers who use GS1 GDSN from @GP have more products listed in their catalogues: Manufacturers who do not take advantage of GS1 GDSN have an average of merely 20 products on RESAH's or GAM's purchasing portals, while suppliers who do use GS1 GDSN have more than 10,000 products on average—a real testimony to the ease of automated data exchange. It's quite clear: By powering their catalogues with GS1 GDSN, these two GPOs in France are allowing healthcare product manufacturers to list more products.

Manufacturers were also able to get their products to market much faster by using GS1 GDSN. The average time between a supplier's decision to publish product information to RESAH's or GAM's purchasing portals and this information's accessibility by potential buyers was three to six months for the companies who did not use GS1 GDSN—and just three weeks for suppliers who did!

“When you want to build a strong house, you need a solid basis before adding walls and roof. GS1 GDSN helps to set a reliable product information database on which we can then plug powerful EDI solutions, allowing product tracing and efficient communication with suppliers. We doubted it was possible: @GP did it!”

Cyril Godard, Director, GAM

Naturally, suppliers who were already exchanging product data via GS1 GDSN with other business partners were able to very quickly add their data to the catalogues of GAM and RESAH. As a result, their products were also quickly available to trading partners for ordering.

### Reduced workloads, thanks to automation

Another benefit that @GP's GS1 GDSN can provide is a significant reduction in the time and effort that must be spent to keep product information accurately up to date. That's because—thanks to GS1 GDSN—updates to product data are shared seamlessly and automatically, ensuring trading partners have immediate access to the most current and complete information.

### The power of the data pool: @GP makes it all possible

GAM and RESAH can seize all these benefits because they are working with @GP, a GS1 GDSN-certified data pool. @GP helped both of the GPOs set up their product content and synchronise it with their trading partners—allowing them to decrease the time and money they spend on data management, reduce errors by eliminating manual processes and bring new products to market quickly and easily.

**@GP has worked in collaboration with GS1 France to develop an efficient solution for product information to support French medical device stakeholders, hospitals and purchasing groups. This solution is a standardised product information data model that is compliant with Unique Device Identification (UDI) regulation in Europe and the U.S.**

## When product content is accessible and accurate, your business wins

Interested in GS1 GDSN? Get in touch with one of its data pools ▶

#### GS1 AISBL

Blue Tower, Avenue Louise 326, BE 1050 Brussels, Belgium  
T +32 (0)2 788 78 00 | F +32 (0)2 788 78 99 | E [contactus@gs1.org](mailto:contactus@gs1.org)  
[www.gs1.org](http://www.gs1.org)

GS1 is a registered trademark of GS1 AISBL.  
All contents copyright © GS1 AISBL 2021.  
Printed on recycled paper.