GS1 GDSN success story

Facing data issues and digitalisation, these German Group Purchasing Organisations chose GS1 GDSN

Four healthcare Group Purchasing Organisations (GPOs) in Germany collaborated to create a platform where suppliers can share product information, images, data sheets, certificates, regulatory information and more. Just two years after its launch, more than one million products have been published to it.

The top four healthcare GPOs in Germany, EKK plus, P.E.G., Prospitalia and Sana Einkauf & Logistik, were finding themselves managing hundreds of thousands of product references (Global Trade Item Numbers, or GTINs) using manual methods—primarily by receiving Excel spreadsheets from suppliers and manufacturers. The files were not delivered in uniform formats, and many were of questionable quality. As a result, each organisation had to spend significant time and effort dealing with the acquisition and processing of product information, as well as item-by-item product data quality reviews and corrections as needed. Something had to be done.

Motivated by the untenable situation, the GPOs collaboratively created the Healthcare Content Data Portal, or HCDP. Its mission: to share up-to-date, reliable, high-quality master data via one channel in a uniform format.

An entire sector transitioning to digital

At the same time in the same sector, procurement, logistics, material cost analyses, financial controlling and other processes were increasingly being digitalised, as were clinical processes within hospitals. The ultimate success of this digital transformation was, of course, highly dependent on the availability of high-quality product information from suppliers and manufacturers.

This context is what led EKK plus, P.E.G., Prospitalia and Sana Einkauf & Logistik to work together on the HCDP.

Choosing to share data via the GS1 Global Data Synchronisation Network (GS1 GDSN) means suppliers can also automatically distribute their product information to many other recipients around the world.

In short

EKK plus
Dienstleistungs- und Einkaufsgemeinschaft Kommunaler Krankenhäuser

P·E·G
EINFACH BESSER

prospitalia

Sana
Einkauf & Logistik

Organisations: EKK plus, P.E.G., Prospitalia and Sana Einkauf & Logistik
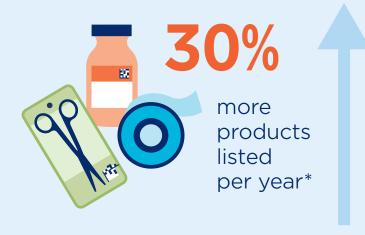**Type:** Group Purchasing Organisations
Market: Germany
Sector: Healthcare

b-synced

GS1 GDSN-Certified Data Pool: b-synced, from Bayard Consulting
Sectors: retail, manufacturing, healthcare and more

30%

more products listed per year*

Increases in quality targets*:

35% for **goods and services** that must meet ECLASS standards

65% for **procurement**

560% for **logistics**

August 2020 to July 2021

GS1 GDSN at the service of this project

The HCDP is connected to Bayard Consulting's b-synced, a GS1 GDSN-certified data pool. Exchanging data with GS1 GDSN also means their product content is uploaded, maintained and shared automatically, ensuring other trading partners beyond the HCDP also have immediate access to the most current and complete information.

Because the HCDP is built on GS1 standards, it's a flexible and future-proof solution that can grow as the GPOs' needs change or expand.

The project's implementation started in early 2018, and the entire system went live in April 2019: from idea to launch in just over a year, on time and in budget.

Data quality built into the platform

The HCDP gives suppliers feedback on the quality and completeness of their product information, based on a pre-defined set of rules, and indicates gaps and areas where improvements in data quality are necessary.

GPOs have their own exclusive and easy-to-use workspaces where they can access a wide range of analytics and reports about the data quality of individual suppliers. The GPOs can then use this information to have focused discussions with their partners about ways to further improve the quality of their data exchanges.

It's a real success story. In a short timeframe, EKK plus, P.E.G., Prospitalia and Sana Einkauf & Logistik established an industry-leading solution for product data exchange in the German healthcare market.

Plus, beyond the sharing platform, the firm has built a cooperative organisation that can quickly bring suppliers on board and help them improve their data quality.

When product content is accessible and accurate, your business wins

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