Sharing Product Master Data by effectively leveraging GDSN
(Global Data Synchronization Network)

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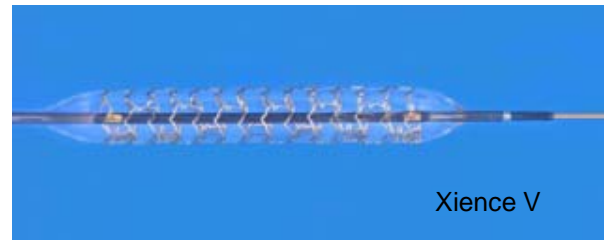
Abbott at a Glance

- Market-leading **pharmaceuticals**

Biaxin

Humira

- Advanced **medical products**

Xience V

- Trusted infant, child and adult **nutritional products**

Similac Advance

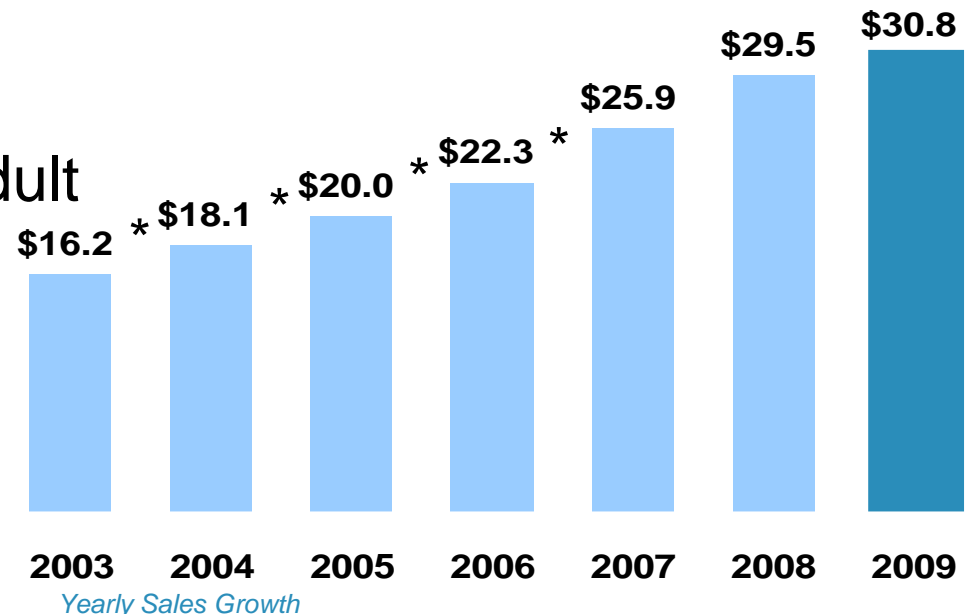ZONE Perfect

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Abbott at a Glance

- Market-leading **pharmaceuticals**

- Advanced **medical products**

- Trusted infant, child and adult **nutritional products**
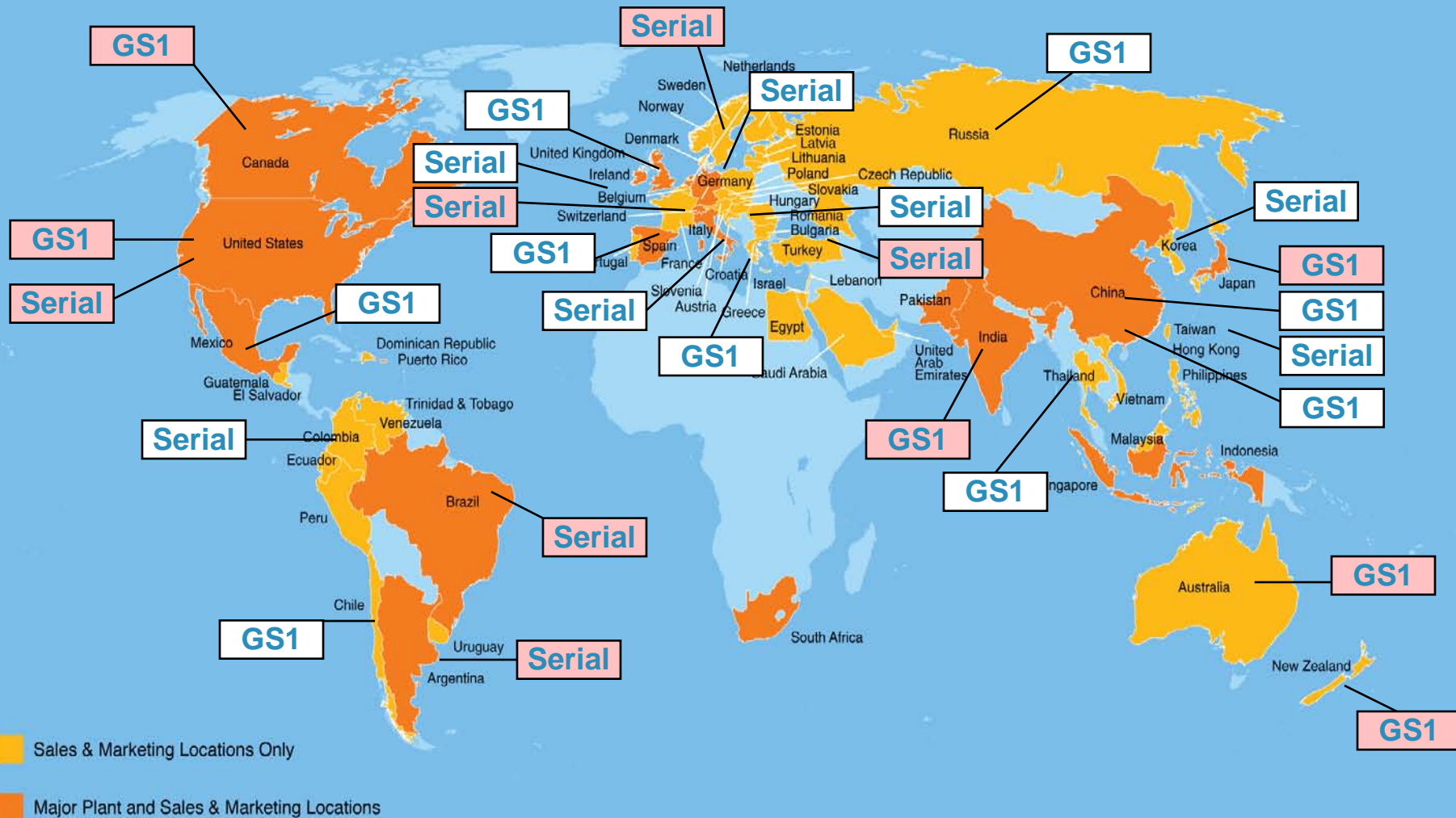
Our Business Strategy: Diversity

Worldwide Sales
(dollars in billions)
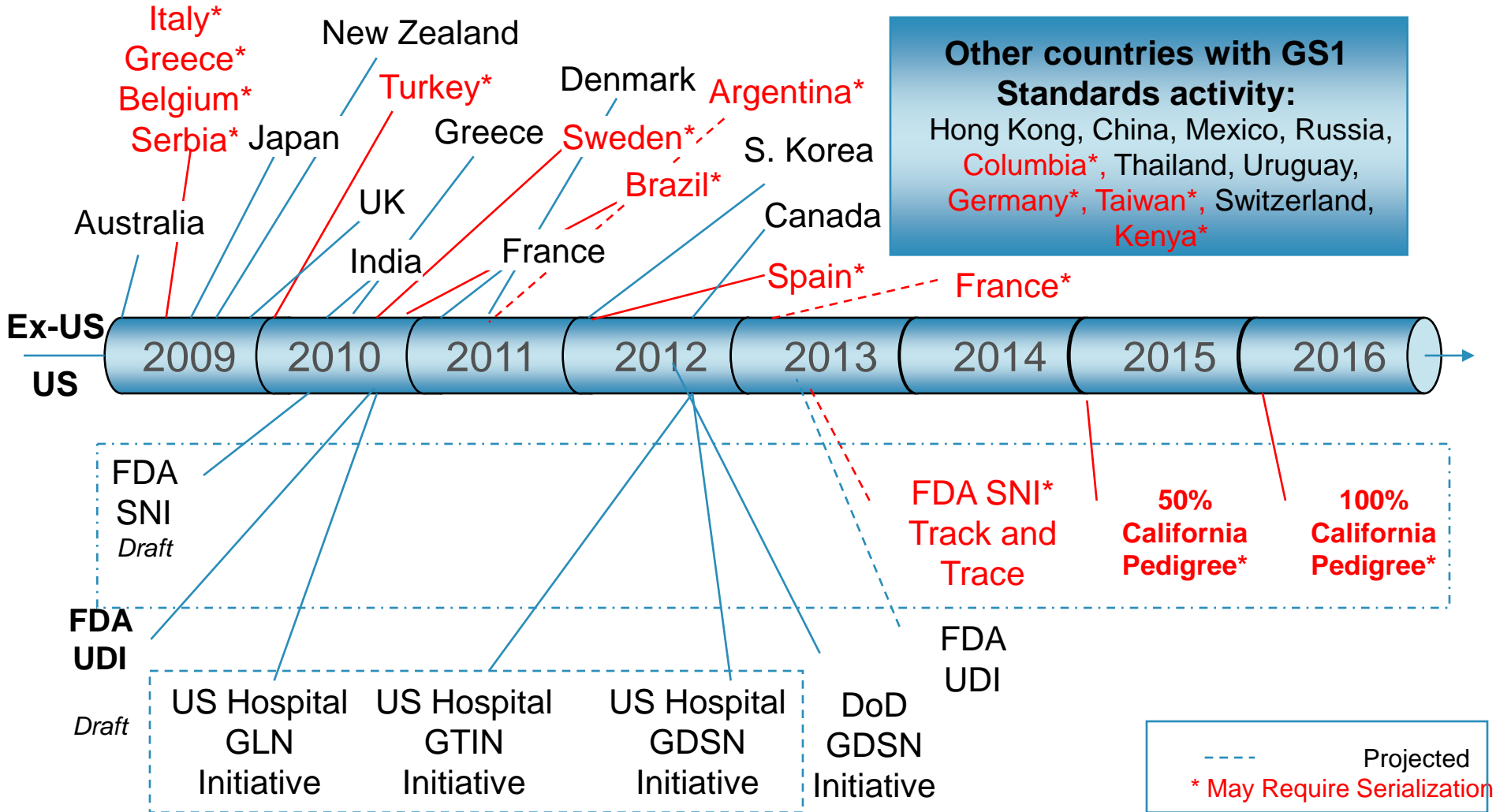
Year	Sales
2003	$16.2
2004	* $18.1
2005	* $20.0
2006	* $22.3
2007	* $25.9
2008	$29.5
2009	$30.8

Yearly Sales Growth

Initiatives Around the World Using GS1 Standards

A Timeline of Initiatives Requiring GS1 Standards & Serialization

Other countries with GS1 Standards activity:
Hong Kong, China, Mexico, Russia, Columbia*, Thailand, Uruguay, Germany*, Taiwan*, Switzerland, Kenya*

Italy*
Greece*
Belgium*
Serbia* Japan
New Zealand
Turkey*
Denmark
Argentina*
Greece
Sweden*
S. Korea
Australia
UK
Brazil*
India
Canada
France
Spain*
France*

Ex-US

US

| 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |

FDA
SNI
Draft

FDA SNI*
Track and
Trace

50%
California
Pedigree*

100%
California
Pedigree*

FDA UDI

Draft

US Hospital
GLN
Initiative

US Hospital
GTIN
Initiative

US Hospital
GDSN
Initiative

DoD
GDSN
Initiative

FDA
UDI

- - - - Projected
* May Require Serialization

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Situation

Growing requirements across the globe for

- Standardized healthcare business processes

- Data sharing with trading partners and regulators

Drivers for this demand are

- Improved patient safety

- Improved supply chain efficiency

- Reduced reimbursement fraud

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Situation Assessment

There are two major issues:

1. We do not have the right data, in the right format

   • Standardized, common data elements

2. The data cannot be shared

   • Virtual – In our Systems and Accessible

   • Physical – On the Package

A new definition of Product?

To be successful a product must:

- Fill a customer need

- Meet a cost/benefit threshold

- Be high quality

- Provide incremental value

- Be easy to use and understand

- Available to the market

Product
✓
✓
✓
✓
✓
✓

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Our new definition of Product must include the Data!

To be successful a product must:

- Fill a customer need

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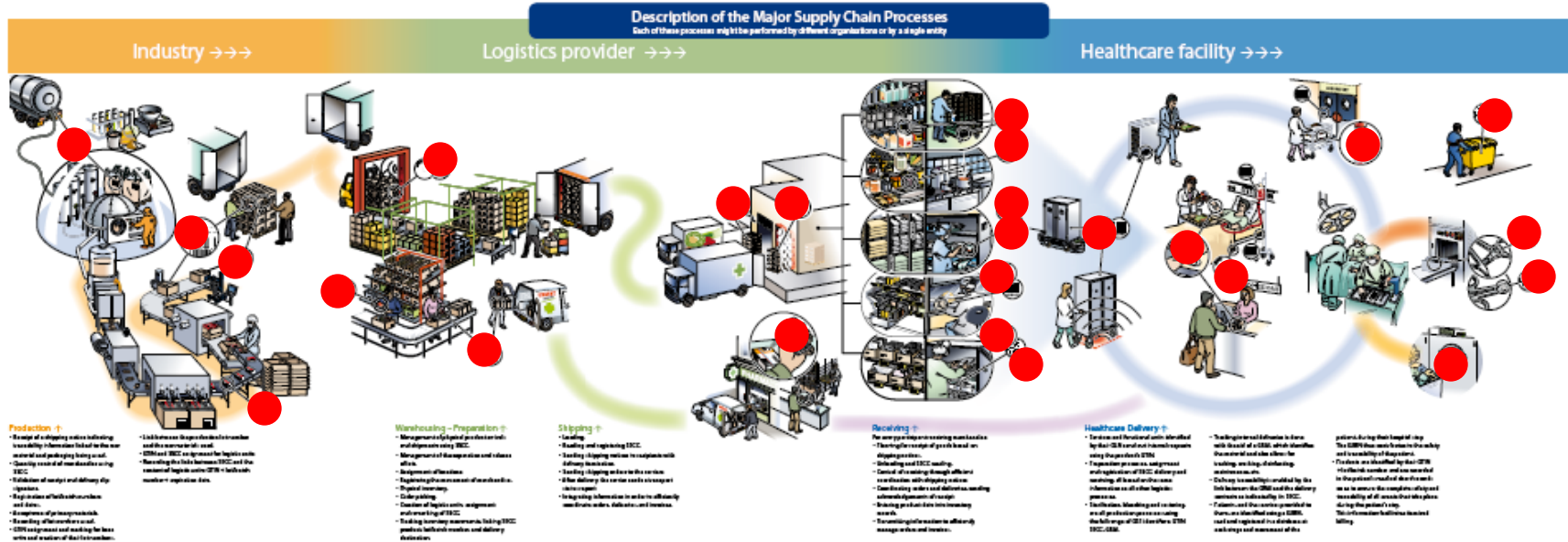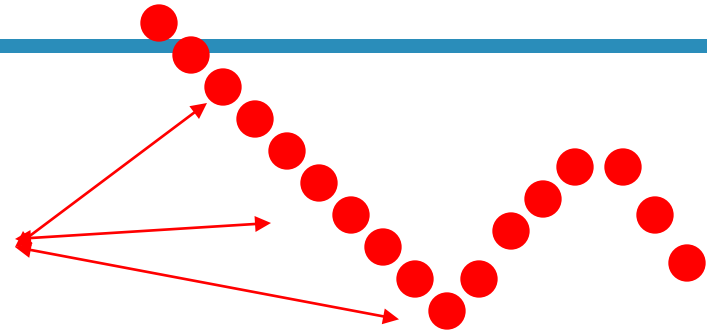| Product	Data
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓

In Nirvana, what is required to maximize the utilization and benefits for the _ENTIRE_ supply chain?
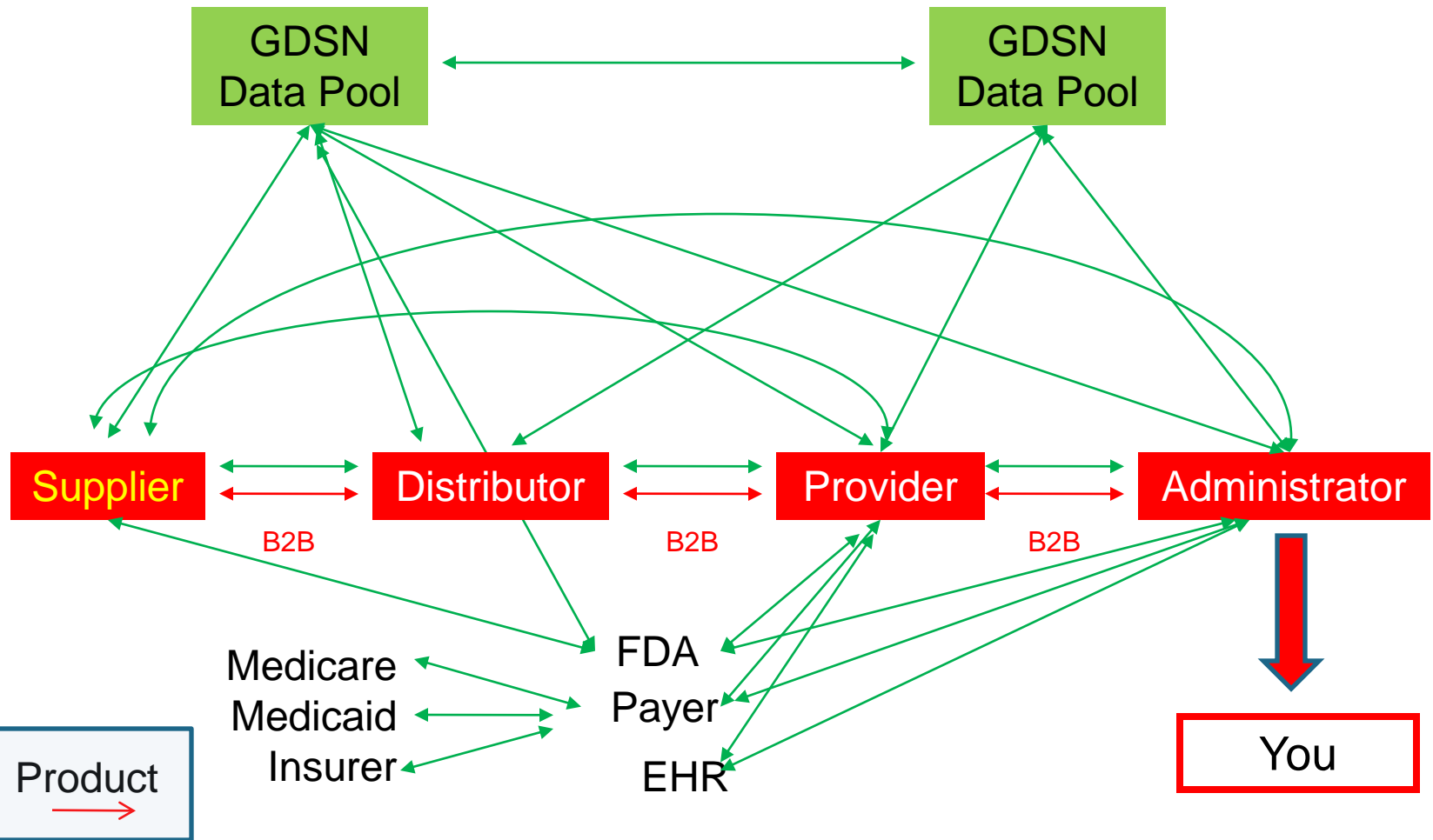
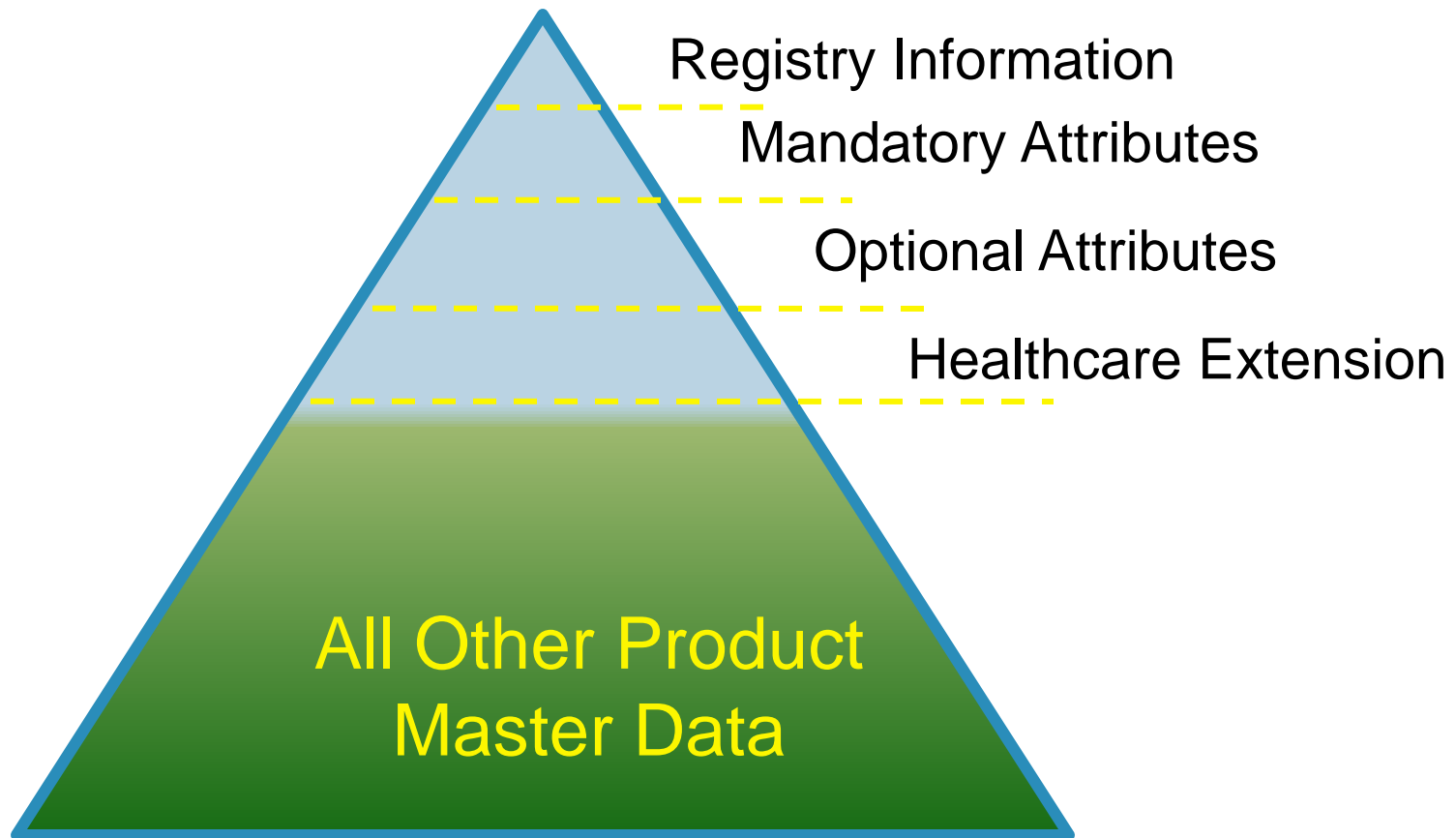|	Manufacturer	Distributor	Provider
Requirements	Apply Global Standards and standardized Label Marking which enables AIDC Technologies	Utilize Global Standards for all transactions and systems or AIDC technology for data entry. No re-labeling.	Utilize Global Standards for all transactions and systems or AIDC technology for data entry. No re-labeling.
	Standardized Data Exchange - B2B / EPCIS / EDI	Exchange data with Trading partners using standard data tools.	Exchange data with Trading partners using standard data tools.
Implications	Adopt Global Standards	Elimination of proprietary data standards	Elimination of proprietary data standards
	High quality label printing with AIDC markings	Flexible readers capable of using standard AIDC markings. No data transformations or manual data entry	Flexible readers capable of using standard AIDC markings. No data transformations or manual data entry
	Publish data to trading partners	Must be capable of accepting and publishing data to trading partners	Must be capable of accepting and publishing data to trading partners

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Just follow the bouncing ball

Different Data
Scanning Points

Description of the Major Supply Chain Processes
Each of these processes might be performed by different organizations or by a single entity

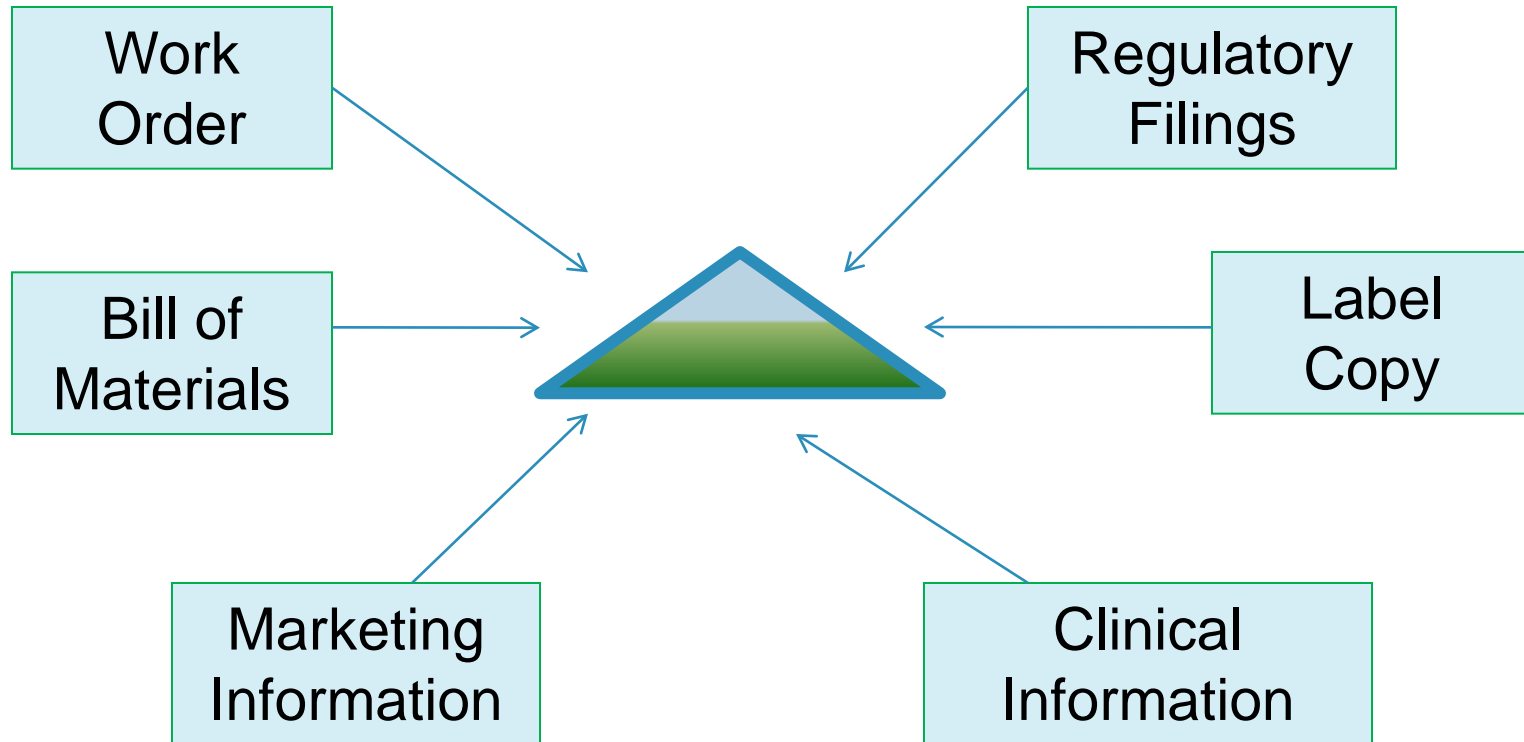Industry →→→   Logistics provider →→→   Healthcare facility →→→

It's this combination of Product <u>and</u> Information that will increase the chances of a successful outcome!

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Product Master Data used in GDSN

Registry Information
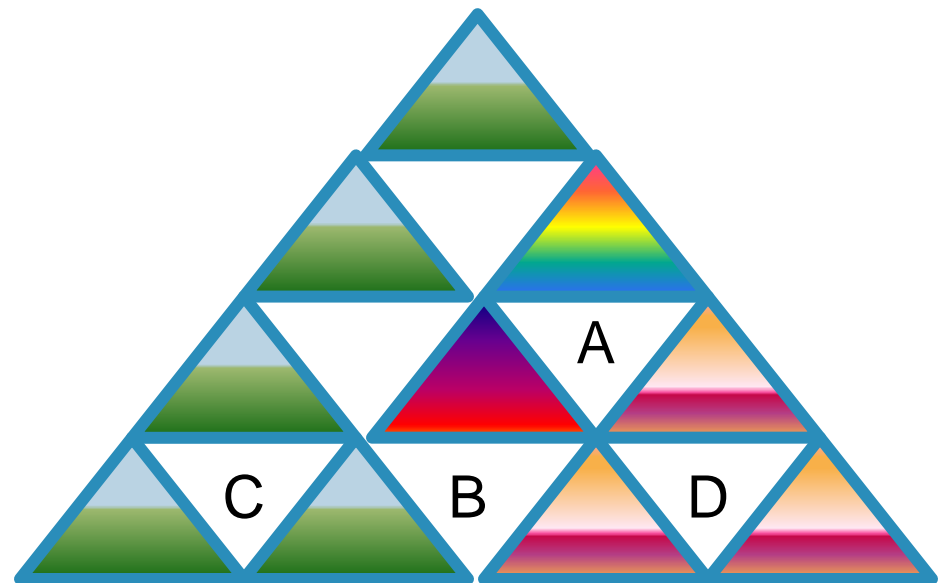
Mandatory Attributes

Optional Attributes

Healthcare Extension

All Other Product Master Data

Where is all the Product data?

Work Order		**Regulatory Filings**
Bill of Materials		**Label Copy**
Marketing Information		**Clinical Information**

It's here, there and everywhere!!

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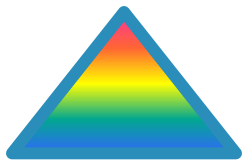A Promise for Life

Product data needs to be standardized

In preparation for GDSN

- Standardize data within existing systems

- Standardize data with a new system

  - Internal (MDM)

  - External (IDEA, et.al.)
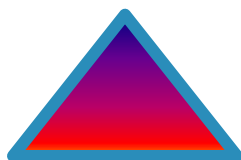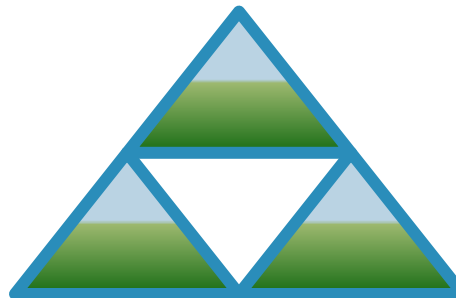
Where is all the Product data?

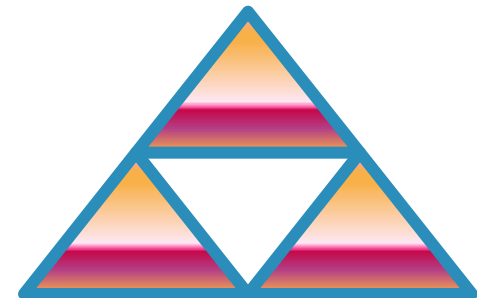In many companies, it also exists in separate systems across multiple businesses, divisions or affiliates

A   B   C   D

Some Key Learnings

- Most businesses have most of the data

- The available data is not correctly formatted for GDSN

- There is data that exists only in hardcopy form

- Identifying the correct data and source system is time consuming

- Data transition will require significant resources

- GDSN processes require routine attention

- Practice makes perfect!

Challenges - Global

- Management awareness and understanding
- Multiple system landscapes
  - ERP
  - Master Data
- Mixed use products
  - Nutritionals in one country are Pharmaceuticals in others
  - Drug Device Combinations
- Attribute Proliferation
  - How many attributes are enough?
  - What is the true objective?
- Legacy numbering systems – Transition to GS1

Benefits

- Efficiencies in maintaining product information for multiple customers in single source

- Reduction in error rates on orders

- Improved communication between supplier & customers

Thank You!

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