



Global Data Synchronisation Network Panel

**Mark Brommeyer, Facilitator
Manager Supply Chain NEHTA**

Wednesday 24th October 2012





Steve doesn't like lapel microphones





Agenda

- The '**G**' in GDSN – **Dianne Prince**, Customer Supply Chain Manager, Abbott Australia
- **What** is GDSN – **Steven Robba**, Director of Global Standards, 1WorldSync Inc
- **How** does GDSN work – **Margot Drees**, Executive Director, Global Strategy Global Healthcare Exchange
- **Why** should we use GDSN – **Mike Rose**, Vice President, Johnson and Johnson





the G in GDSN

Dianne Prince

Customer Supply Chain
Manager

dianne.prince@abbott.com



why the G in GDSN is so important ... a cautionary tale of one family

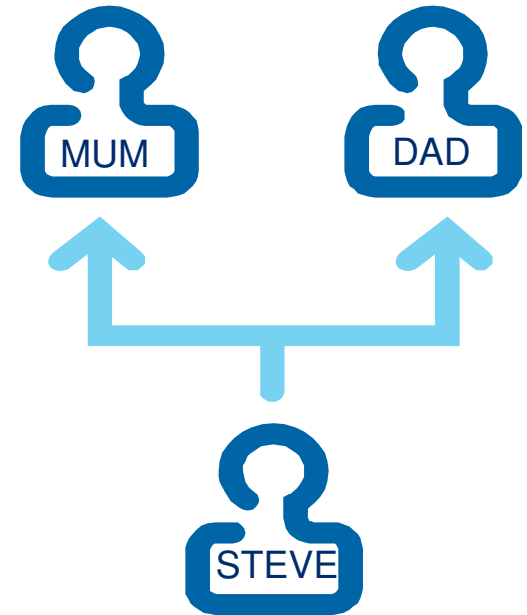
Steve's mum and dad like to travel.

Over the last few years they have been to the USA, Portugal, Italy, Egypt, Australia (via Hong Kong), New Zealand and Spain. There is no stopping them.

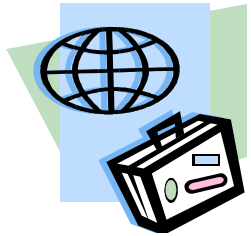
However at 70 and 73 both are somewhat dependant on Drugs and Medical Devices . Between the two they take 10 drugs daily and one of them uses a stoma bag.

Careful planning around their medication is required when travelling and things could be a lot easier if they were able to access their medications in different countries.

And then there's Steve ... let me read you the email he sent yesterday explaining why he's not at this conference.



GDSN enabling MSF (*Medicines Sans Frontiers*)



People rarely stay in one health system any more, we travel to other countries more often and later in life.

When we travel we are able to withdraw \$ from our bank as long as the information the bank holds about us against our individual PIN is accurate at the time we try to access via the **ATM**.



GDSN - just like a bank - is a critical enabler of our well-being.



GDSN ensures that all of us can move about safe in the knowledge that consistent and unambiguous product information is available if



or, if we need



wherever



we are **ATM**.



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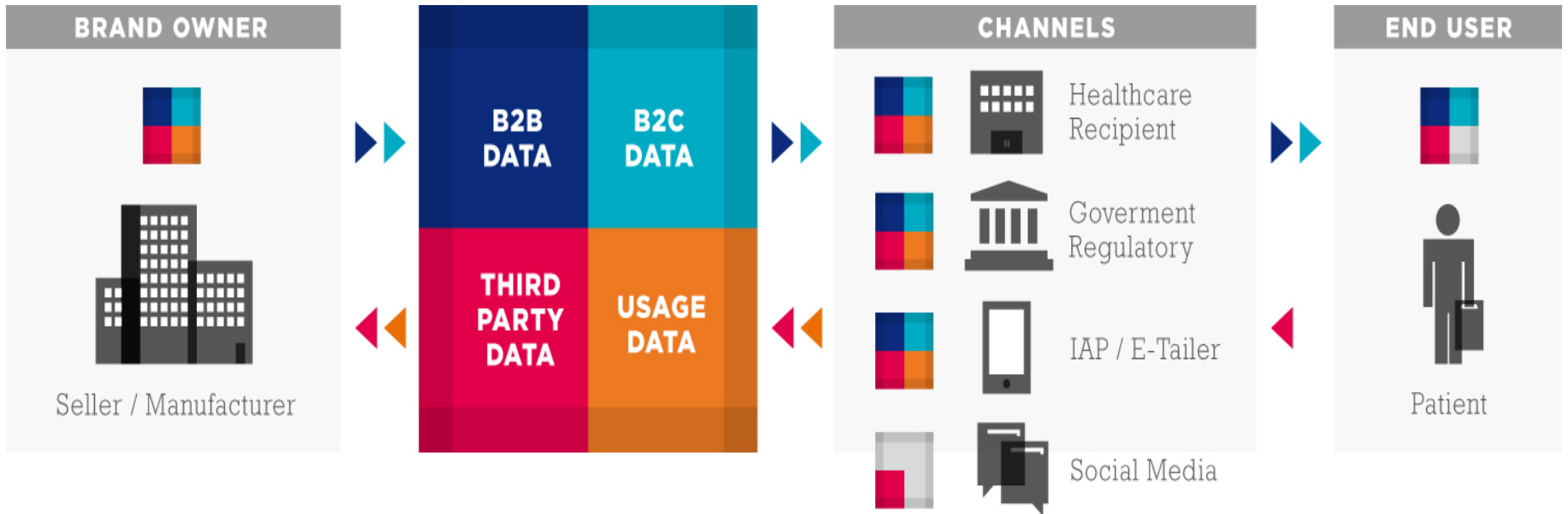
Connecting Trusted Product Data Everywhere

Steve Robba, Director of Global Standards

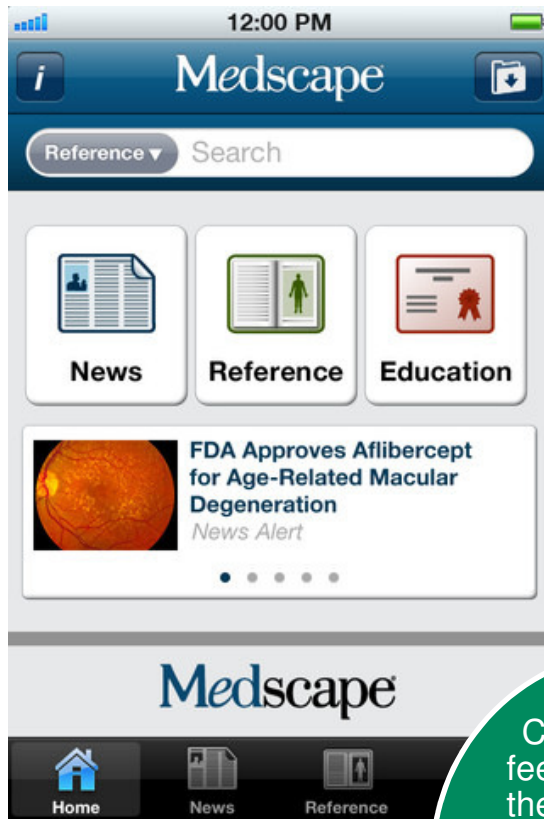
October 2012

CONNECTING TRUSTED PRODUCT DATA EVERYWHERE

1WorldSync Product Data Management Platform



Trusted Source of Data



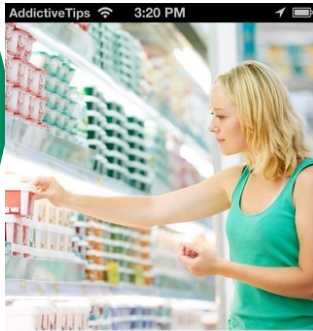
Brand-owners can share relevant product information easily, thus building trust with consumers.



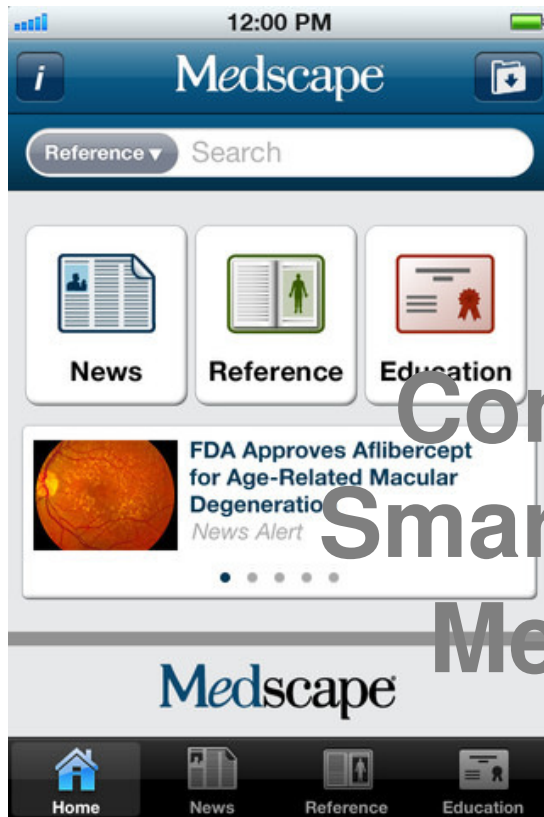
Consumers can feel confident that the digital product information they access is accurate, no matter how or where they shop.



Internet Application Providers can ensure they are delivering authentic data.



Trusted Source of Data

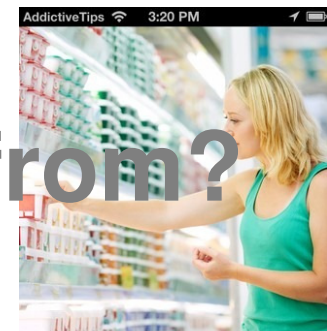
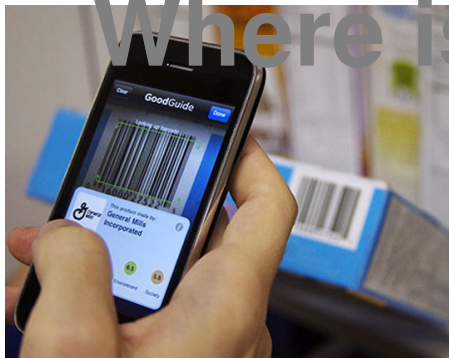


iTunes



Contains **15,000** available
Smartphone Applications for
Medical category today!

Where is the data coming from?



consmr.



CONNECTING TRUSTED PRODUCT DATA EVERYWHERE

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Agenda

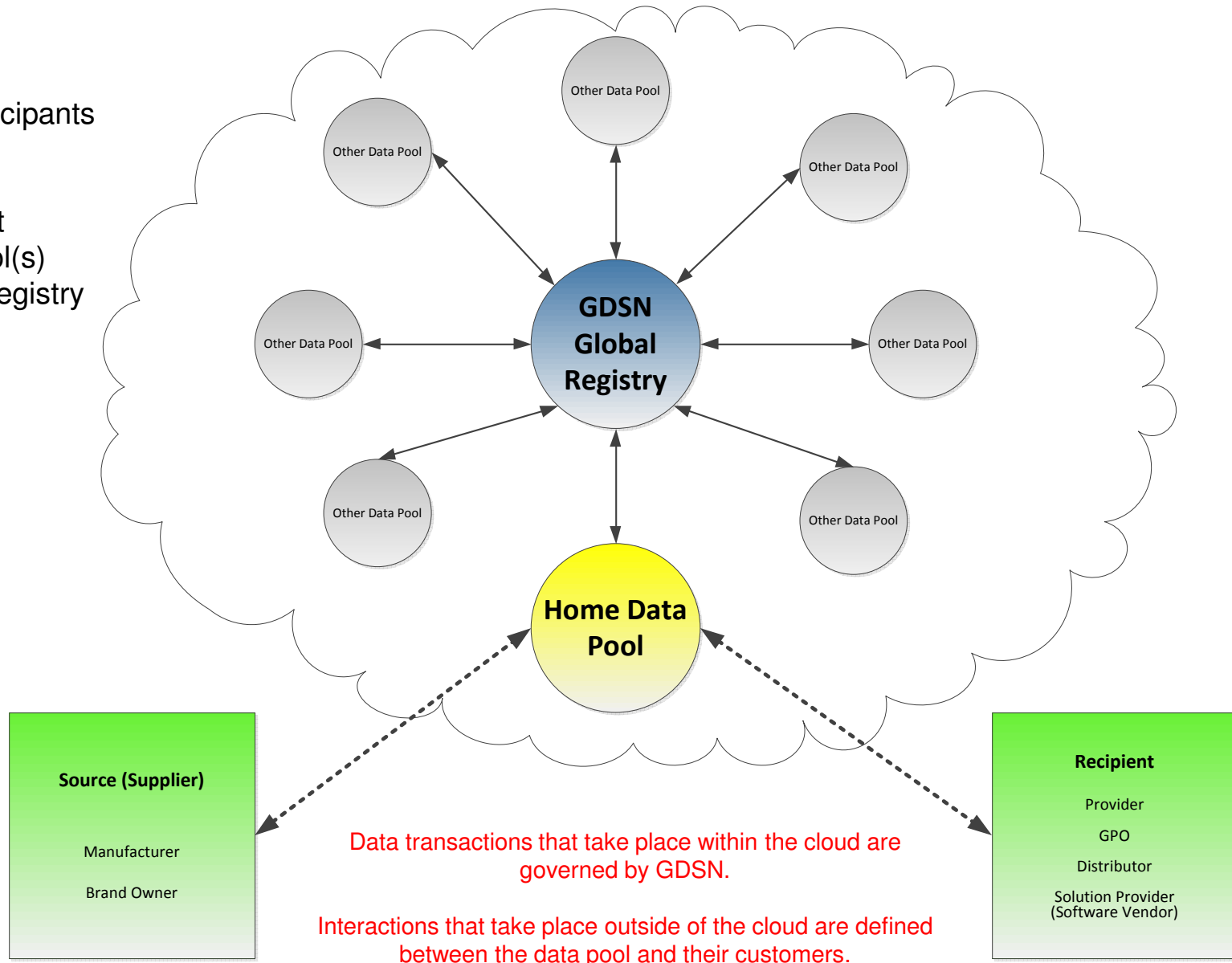
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GDSN Participants

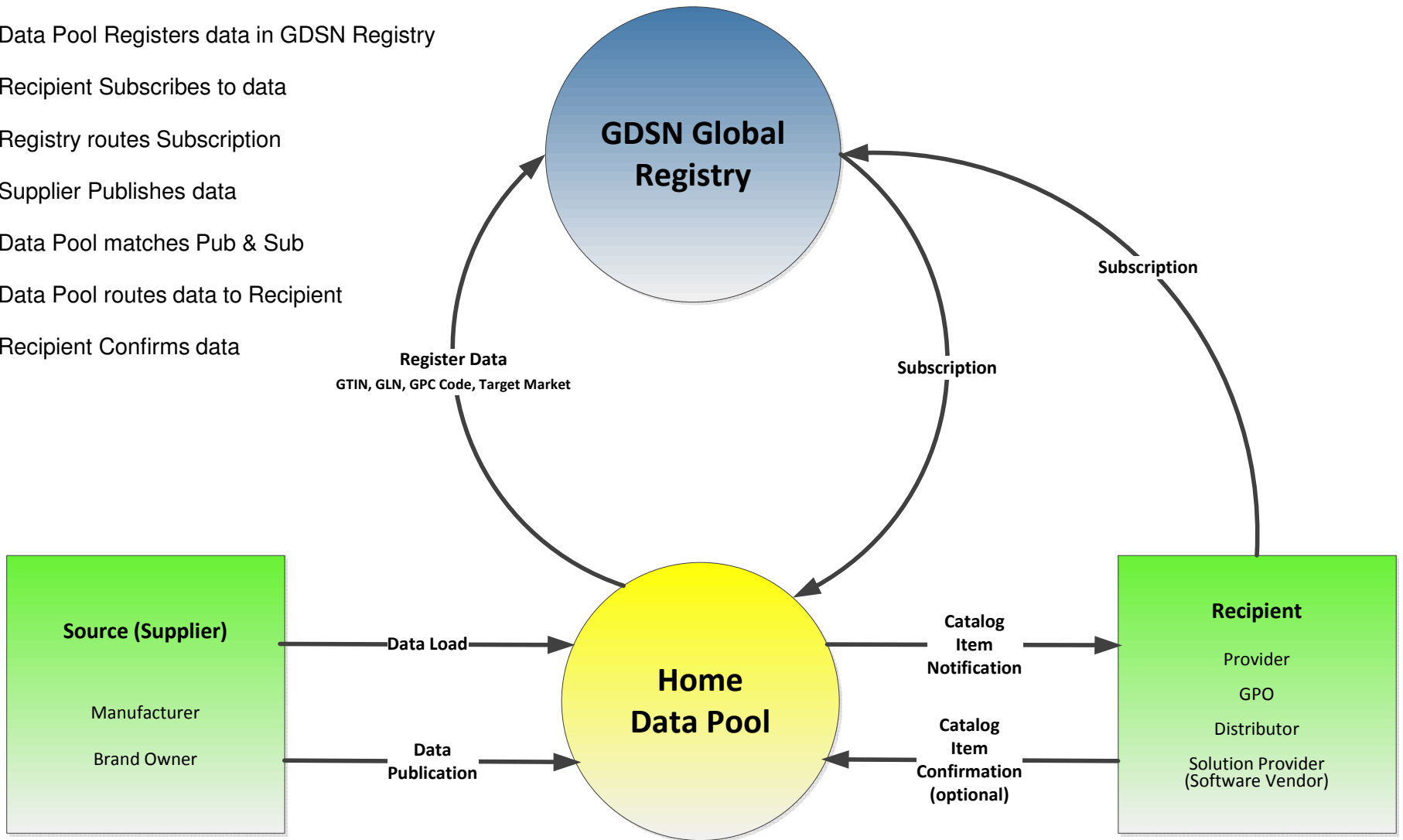
4 Actors/Participants

1. Source
2. Recipient
3. Data Pool(s)
4. Global Registry

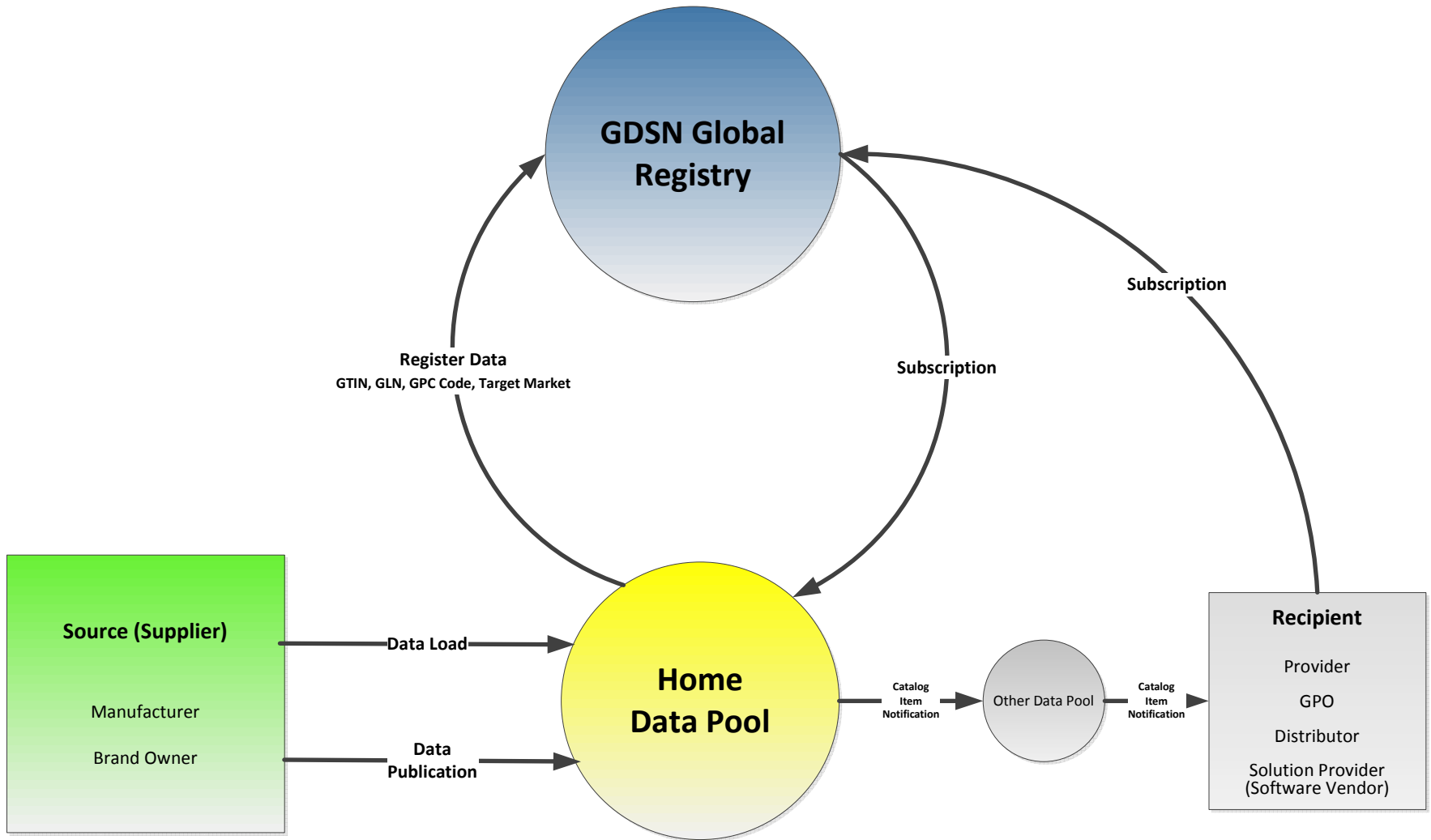


GDSN Choreography

1. Supplier Loads data
2. Data Pool Registers data in GDSN Registry
3. Recipient Subscribes to data
4. Registry routes Subscription
5. Supplier Publishes data
6. Data Pool matches Pub & Sub
7. Data Pool routes data to Recipient
8. Recipient Confirms data



Supplier synchronizes with a Recipient on another Data Pool





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CUSTOMER
& LOGISTICS
SERVICES

Global Data Synchronization

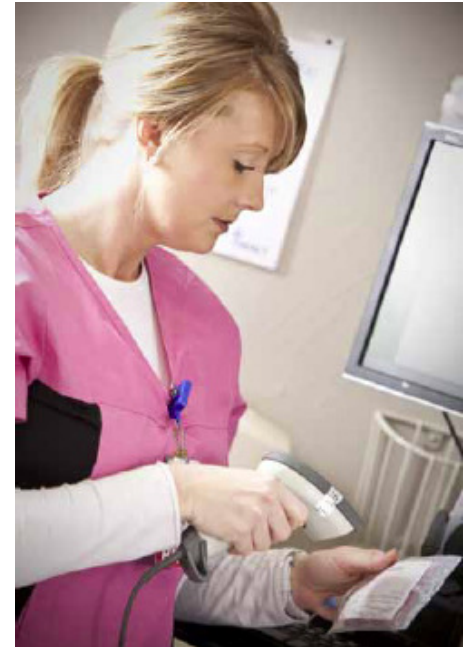
GS1 Healthcare Global
Lisbon, Portugal

Mike Rose | October, 2012

GS1 and GDSN Adoption Program

Business Benefits

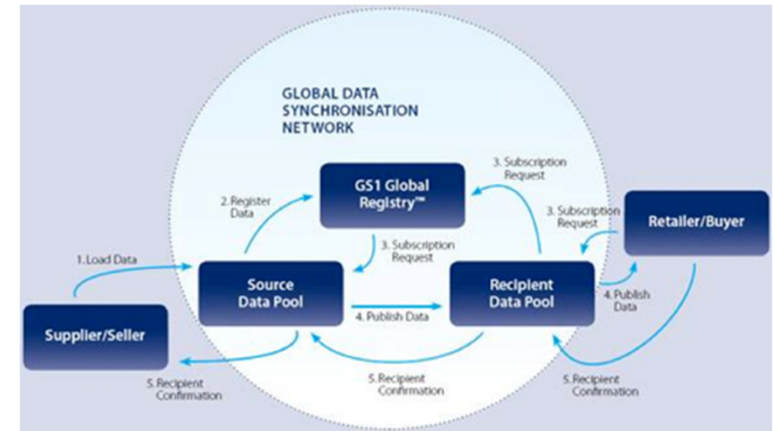
- Improve patient safety
- Meet customer requirements
- Enable supply chain visibility
- Improve logistics efficiency
- Improve order accuracy
- Support evidence-based medicine initiatives



GDSN Benefits

Closer look at the reasons why

- **Compliance**
 - Meet UDI regulations
 - Support track & trace capabilities/recalls
- **End-to-End Visibility**
 - Clear identification of products & attributes
 - **Consistent & accurate** data flow (mfg->distributor->hospital->patient)
 - Elimination of non-standardized data (e.g., customer item #s)
 - Expansion beyond core attributes for broader value
 - New Item visibility
- **Efficiency**
 - Reduce cost to serve
 - Streamline customer facing processes
 - Improved Order Accuracy
 - Near real-time data product updates



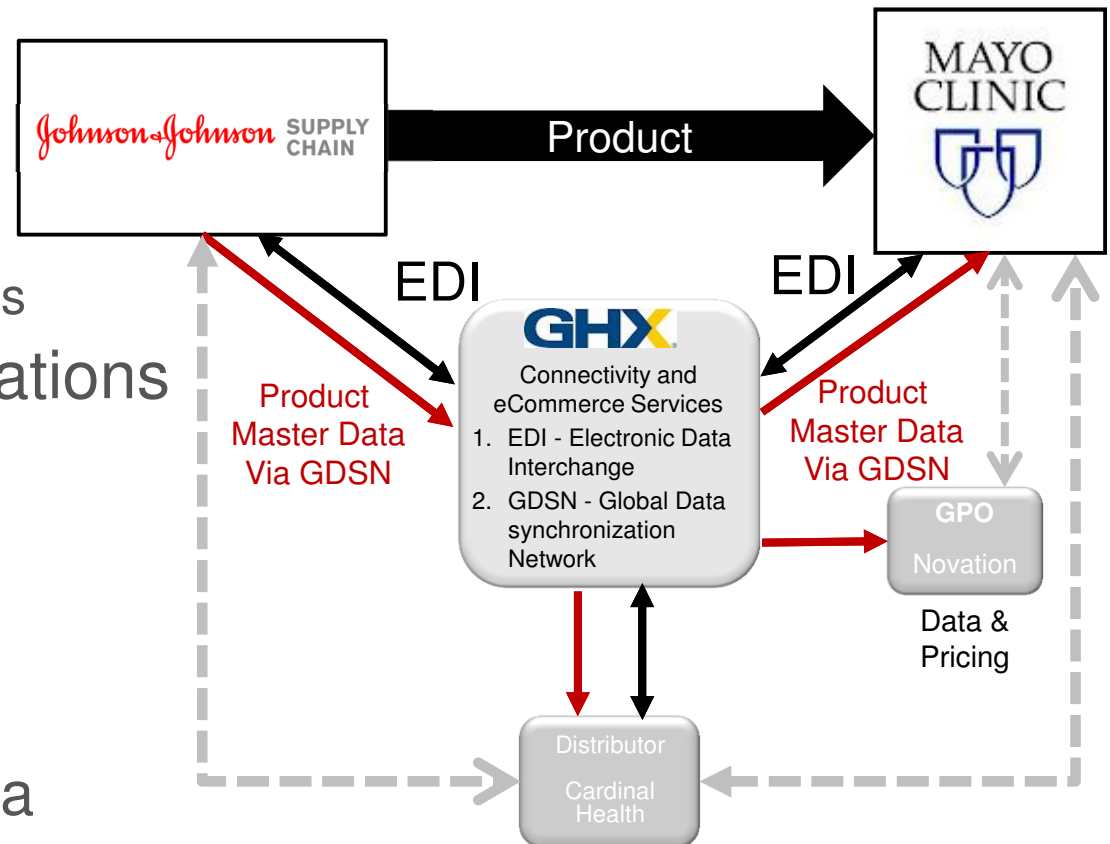
Data Synchronization Status

- **Consumer Products**
 - Approximately 30,000 SKUs worldwide
 - Retailers such as WAL-MART
- **Medical Devices & Diagnostics**
 - Approximately 8,000 SKUs worldwide
 - U.S. Department of Defense Medical Logistics
 - Mayo Clinic
 - Cardinal Health
 - St. James Hospital

Customer Collaboration (U.S.)

Mayo Clinic

- Project Ice Auger
 - Partnership between trading partners to implement GS1 standards
- Participating Organizations
 - Mayo Clinic
 - Johnson & Johnson
 - Cardinal Health
 - Novation
 - GHX
- Integrate GTIN and data synchronization processes via GDSN



Customer Collaboration (Ireland)

St. James Hospital Dublin



GDSN Response Message

Message Header

Message Identifier: CDN_2012-10-02-10-41-22.589-8797
 To GLN: 0705038000007
 From GLN: 1100001000562
 Creation Date and Time: 2012-10-02T10:41:22.589+02:00
 File ID: CDN_2012-10-02-10-41-22.589-8797

CIN Delivery Notification

Information Provider: 0705038000007
 Name of Information Provider: **Johnson & Johnson**
 Data Recipient: **5394101000010**
Global Trade Item Number: 30705031081523
 Target Market Country Code: 372
 Target Market Subdivision Code:
 Classification Category Code: 10005844
 Description Short: SILK BLK 75CM M3 USP2/0 SGLE ARMED
 Last Change Date Time: 2012-07-20T20:47:00
 Trade Item Status: ADD
 Party Receiving Private Data: 5394101000010

This information is provided on behalf of **GS1 Global Office**.

GLN	COMPANY	CONTACT
5394101000010	St. James's Hospital James's Street P.O. Box 580 ROI Dublin8	www.stjames.ie

Responder: 9501101020030, Responses: 1, RC: 0 (No error)





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Open Forum

Questions please

- GDSN?
- Patient safety?
- Others?





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MRose@its.jnj.com

