



BAYARD

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April 2022
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HEALTHY DATA FOR THE SWISS HEALTHCARE SECTOR

Based on BAYARD's integrated solution BYRD – theplatform, GS1 Switzerland has launched firstbase healthcare, a central data exchange platform for the Swiss healthcare sector.

Bring your Product Content to Life.



THE CUSTOMER



GS1 Switzerland is part of the global GS1 network based in Brussels and Princeton. The umbrella association GS1 Global coordinates the activities of the national GS1 member organisations. Over 100 member organisations with more than 2,500 employees in more than 110 countries are part of GS1.

GS1 Switzerland works with representatives from retail, manufacturing, healthcare and many other companies to develop standardised solutions for the Swiss market and supports their implementation. It provides the necessary expertise in logistics, supply and demand management and actively promotes networking and cooperation between all companies involved.



BACKGROUND SITUATION AND CHALLENGE

For all partners in Switzerland's healthcare industry, cost pressure, increasing regulatory requirements, traceability, anti-counterfeiting and the need to continuously ensure patient safety are major challenges. Hospitals and their purchasing groups, medical facilities as well as suppliers of medical devices, diagnostics and pharmaceuticals want and need to make their processes more efficient. Seamless product information along the entire supply chain – from the producer to the hospital bedside – plays a central role in this.

Valid, always up-to-date and complete product content for all medical supply products is an important prerequisite for efficient digital processes in the healthcare industry. However, the current processes in the Swiss healthcare sector often make it difficult for those involved to meet the high requirements.

A lot of companies in the Swiss healthcare sector still exchange their product data manually by mail using Excel files and in ever-changing formats. Hospitals often also receive master data and product content from wholesalers, from the homepages or online shops of the producers – in other words, second-hand. These manual processes are not only error-prone, they also generate a considerable amount of work for all partners in providing, correcting and procuring up-to-date and valid product content.

The pressure to act was and remains high. In recent years, there have already been several master data initiatives for the Swiss healthcare system, but they remained unsuccessful. The reason: standardised formats and attributes for the exchange of product data were missing. Without these, the initiatives active in this area between manufacturers, hospitals and their procurement organisations alongside regulatory bodies could not lead to success.





The Swiss healthcare industry now wants and needs to pave the way for being able to exchange valid product content for in vitro diagnostic medical devices, medical consumables and medical technology with customers and regulatory buyers within Switzerland and in the future worldwide. As part of the globally active standardisation network, GS1 Switzerland has the best credentials to bring all partners in the healthcare sector together and to launch joint common standards.

THE PROJECT

GS1 Switzerland looked at numerous technology providers for the implementation of firstbase healthcare and finally chose BAYARD as its partner. The central data exchange platform for the healthcare sector in Switzerland was realised with **BAYARD's integrated solution BYRD – theplatform**.

The extensive industry expertise of the Cologne-based technology and consulting company played a major role in the decision. With **BYRD b-healthy**, BAYARD offers an industry solution for the healthcare sector, which is used by GS1 Switzerland. The BAYARD team had recently made a significant contribution to establishing a widely respected standard for product master data in the healthcare sector in Germany with the HCDP (Healthcare Content Data Portal) master data portal of the procurement department of German hospital operators and the COVIN (Content Validation Network) set of rules.

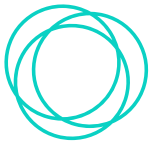


UNDERSTOOD OUR NEEDS

»We decided in favour of BAYARD because the Cologne-based product content specialists understood our needs in the healthcare sector very quickly. Of course, we also looked at what else was on the market but found that with BAYARD's industry solution BYRD – theplatform, we would be able to implement the solution within our ambitious time frame. As a technology partner of the industry solution HCDP, BAYARD has already proven that they are excellent at healthcare.«

Marc Schneider | Director Development & Operations | GS1 Switzerland

During the set-up phase, the development of firstbase healthcare was divided into work packages and two-week sprints and carried out via a ticketing system in an agile working environment between GS1 Switzerland and BAYARD.



SIGNALLING THE WAY AHEAD FOR THE ENTIRE INDUSTRY

Together with representatives from the healthcare industry such as the H+ association as the national representative of the interests of hospitals, the Refdata foundation, the reference database for the Swiss healthcare system, and Swiss Medtech as the industry association for Swiss medical technology, GS1 Switzerland had already initiated a steering committee for the establishment of the product content hub in the second quarter of 2022.

In the implementation phase, pilot companies (hospitals and manufacturers) worked together to develop the basis for the Swiss solution. As a first step, this project group agreed on 64 quick-start attributes, 17 of which are mandatory to fill in. The basis for this first data set is the Global Data Synchronisation Network (GDSN) standard for healthcare in the DACH region. This laid the foundation for the smooth exchange of product content.

With this step, major market players were brought on board at an early stage to ensure that the data exchange platform firstbase healthcare is developed in line with the needs of the Swiss healthcare system.



NETWORKING AMONG ONE ANOTHER

»With our data exchange platform firstbase healthcare, we offer the Swiss healthcare system a very economical basis for standardised master data handling and networking among one another.«

Marc Schneider | Director Development & Operations | GS1 Switzerland

INTERFACES ARE KEY TO GLOBAL MARKETS

The value-added service firstbase healthcare provides GS1 Switzerland members, from the smallest provider of individual products to large corporations, with access to the electronic data exchange of product master data, images and other media assets within Switzerland - as well as to global markets. The connection of product content to firstbase healthcare is carried out individually for data senders via the portal's user-friendly user interface, automatically via interfaces from in-house systems or via the GDSN.

firstbase healthcare is connected to 28 other GDSN data pools via the integrated master data pool. Suppliers and recipients are conveniently connected worldwide with their product content via the GDSN and other interfaces.

EUDAMED CONNECTOR IS READY

Manufacturers of medical devices will also meet the requirements of the EUDAMED database for the central administration of medical devices operated by the European Commission and the EU member states via the validation engine of firstbase healthcare. Via the EUDAMED connector available in BYRD – theplatform, the connected companies can easily and conveniently register their products in the EUDAMED database.

»We are also in contact with Swissmedic, the authorisation and control authority for medicinal products in Switzerland, and are ensuring that firstbase healthcare will also be able to supply their database Swissdamed (Swiss Database on Medical Devices) with master data in the future,« explains Marc Schneider:

»This means that not only medium-sized and large suppliers, but also the smallest suppliers with just a few products can fulfil the regulatory requirements and publish their product content along the specific validation rules of the respective initiatives.«

Marc Schneider | Director Development & Operations | GS1 Switzerland

Through BAYARD's industry solution BYRD b-healthy, the technological foundation of firstbase healthcare, other governmental regulatory bodies and healthcare initiatives are already connected to the Swiss data exchange platform: The US GUDID/FDA, the UK NHS, the German HCDP, the implant registry LIR and the French RESAH. Via firstbase healthcare, the product content undergoes a standardised validation process in accordance with the applicable rules of the individual initiatives before it is published.

RESULTS

With the close cooperation of major players in the Swiss healthcare market, firstbase healthcare was able to set up product content management between data senders and recipients based on standardised processes. GS1 Switzerland offers its members of all sizes significant benefits with the platform in the digitalisation of their purchasing, logistics and distribution processes.





firstbase healthcare has been launched with important data providers such as B. Braun AG, Cosanum AG, Roche Diagnostics (Schweiz) AG, Johnson&Johnson, Medtronic and Cook Medical Europe Ltd. as well as strong data recipients such as the private hospital group Hirslanden, the Luzern Kantonsspital LUKS, the Kantonsspital Winterthur (KSW) and Insel Gruppe AG. These major hospital groups already have more than 1,400 Swiss Med-Tech suppliers in their portfolio. Other healthcare companies are gearing up to send or receive valid data via the data exchange platform. firstbase healthcare is the key to resolving the pain points of Swiss market participants with master data exchange.

OUTLOOK

GS1 Switzerland aims to establish firstbase healthcare as an industry solution for the standardised exchange of product master data in the Swiss healthcare sector. The platform will ensure that standardised product content, verified according to defined validation rules, can be exchanged and kept constantly and effortlessly up to date between all institutions and care levels in the Swiss healthcare system in accordance with the validation rules of state regulatory bodies and healthcare initiatives worldwide. In future, other regulatory authorities' databases can also be supplied with quality-checked product content from firstbase healthcare without additional effort.

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