



BAYARD

European Data Syndication Services



NO ONE IS LEFT ALONE

BAYARD's onboarding services help significantly to improve the data quality of hospital purchasing groups' HCDP

Bring your Product Content to Life.



THE CUSTOMERS



The five leading purchasing associations of hospital operators P.E.G. eG, Prospitalia GmbH, Sana Klinik Einkauf & Logistik GmbH, EKK plus and EK Unico have established the Healthcare Content Data Portal (HCDP) for the healthcare industry with BAYARD as their technology partner. Those purchasing groups involved in the project represent about 80 percent of the German hospital market and an annual purchasing turnover of more than 6 billion euros.

INITIAL SITUATION AND CHALLENGE

Prior to the launch of the healthcare product content portal HCDP in 2018, each purchasing group worked individually at full capacity to obtain high-quality, up-to-date and validated product content from its suppliers and medical technology manufacturers. The product data that was provided individually to the purchasing groups was for the most part neither complete nor up-to-date. This created a considerable amount of additional work within the business processes of the purchasing groups and hospitals, as well as for the industry partners themselves.

Missing product content and insufficient data quality has always been a critical issue in the highly sensitive healthcare sector. In order to provide the urgently needed solution, a number of major competitors in the market came together and established a joint, uniform data portal for procurement in the healthcare industry.



PULLING IN THE SAME DIRECTION

»This has never happened before in any industry: With the rapid joint establishment of the HCDP as an industry standard, we as purchasing associations are not competitors but project partners, pulling in the same direction. BAYARD has given us great support along the way.«

Jens Kalecinski | Head of Professional Services | Prospitalia GmbH



The HCDP was built with BAYARD's team of experts and healthcare solutions based on the software-as-a-service platform BYRD, which includes the integrated GDSN data pool b-synced. This has turned out to be a real stroke of fortune. Today the data portal provides healthcare facilities across all organisations with standardised product content that has been checked according to predefined validation rules. The next step is to ensure continuous quality improvements to the product data along defined KPIs, to classify products without exception and to add further logistics content.

PROJECT CHALLENGES

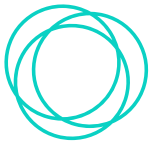


- > Data upload into the HCDP via existing data exchange formats known in the sector
- > Establishment of a uniform data standard in the health sector
- > Validation of product content along COVIN (Content Validation Network) rules
- > Implementation of all regulatory requirements

ONBOARDING RAISES DATA QUALITY IN HCDP

In the course of the project so far, it has been shown that active onboarding and constant support of the industry partners has a considerably positive impact on the speed of data supply and the quality of the delivered product content. Initially, the purchasing groups had taken over the onboarding of their suppliers and manufacturers into the HCDP themselves.

In order to better bundle resources and to be able to focus even more on this important task, the purchasing groups approached their technology partner BAYARD with the request to take over the onboarding of suppliers into the HCDP. Medical technology manufacturers and suppliers are to be actively introduced to the HCDP and supported in delivering the required product content in good quality.



HOW DOES THE SOLUTION LOOK

BAYARD's team of onboarding experts has developed a structured service for HCDP onboarding and supports medical technology manufacturers and suppliers on behalf of the purchasing groups in a multi-stage process:



Phase 1: HCDP onboarding.

At this stage, BAYARD supports healthcare companies to set up access to the HCDP, to remove technical obstacles and to publish initial product content. When 10% of their product content – based on their entire portfolio – is uploaded to the HCDP in an appropriate quality and without any knock-out errors, the initial onboarding is complete.

Phase 2: Achieving completeness.

At this stage, the healthcare company is required, with the help of BAYARD, to publish product data for its entire portfolio to the HCDP in a validated way within a defined period of time.

Phase 3: Continuously improving data quality.

At this stage, BAYARD provides support by constantly monitoring the quality of the data, including those downstream. This ensures that the product content is continuously maintained in the HCDP in accordance with the COVIN rules. If any deviations become apparent, they are promptly addressed.

ANALYTICS SUPPORT THE QUALITY MISSION

The BAYARD Onboarding Team supports every supplier and manufacturer in planning and implementing their successful HCDP participation. It identifies, on a case-by-case basis, the best channel for delivering the product content, defines the project and schedule, supports the first data delivery, trains the project managers via short face-to-face sessions or webinars, and assists with data quality checks and approval.

The Cologne-based healthcare specialists continuously monitor and track the progress made by suppliers and manufacturers in the HCDP and report this regularly to the purchasing groups – for over 1.6 million product data sets already captured

and a monthly volume of around 40,000 new items in the HCDP. If necessary, all responsible parties are contacted to discuss how the process can be improved. Whenever needed, escalation levels are also built in for the purchasing groups that are clients of BAYARD's onboarding service.





For the first time in healthcare industry, the HCDP standardises data quality development and electronic data delivery and makes it transparent across the entire industry. For the continuous monitoring of the most important KPIs, both current data and time series of the results are regularly displayed in a dashboard in the HCDP.

RESULTS AND EXPERIENCE

The KPIs in HCDP prove that, since BAYARD has been supporting onboarding in a structured way, a pleasingly significant increase in the number of products in HCDP as well as in data quality indicators has already been achieved. This has been accomplished in the three areas of procurement, classification and logistics. The result shows the joint efforts of all industry partners to improve data quality.



PROJECT RESULTS

- > BAYARD's onboarding service continuously generates awareness among suppliers and manufacturers of the need for valid, complete and up-to-date HCDP product data
- > Collaborative effort has already significantly increased product content data quality to date:

Procurement by 90% – from 37% to 70%

Classification by 50% – from 39% to 60%

Logistics by 670% – from 3% to 27%

Despite good success so far, there is still a considerable path and joint effort ahead for all HCDP partners to be able to further increase the level of process automation through up-to-date, valid and complete product content.



EXPERTISE IN THE HEALTHCARE MARKET

»We track the data in HCDP in real time. BAYARD, with its expertise in the healthcare market, helps us bring suppliers to the technology and drive quality KPIs up.«

Jens Kalecinski | Head of Professional Services | Prospitalia GmbH



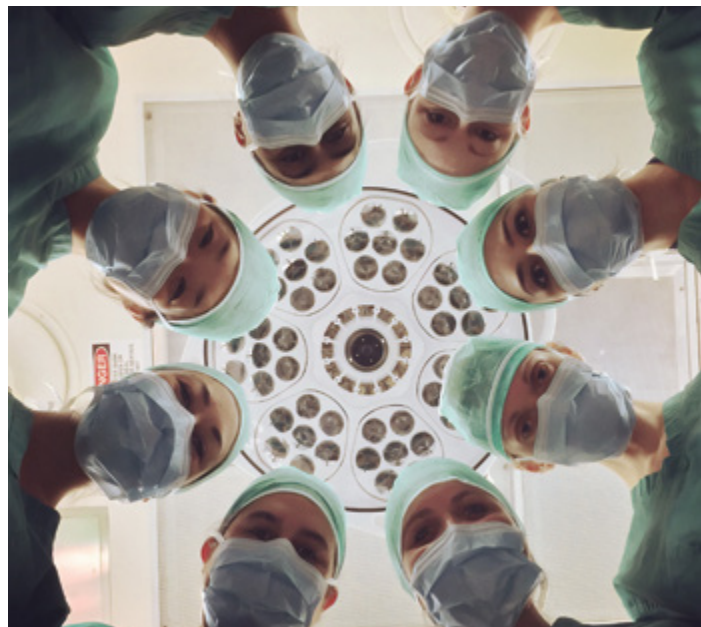
b-healthy

theplatform

With the **industry package b-healthy**, BAYARD offers a convenient solution to not only continuously optimise HCDP product content in a ‚single source of truth‘ for the HCDP, but also to additionally gain easy access to the GDSN or to be able to publish product data to further customers and governmental regulatory bodies worldwide via their applicable validation rules at the push of a button.

OUTLOOK

The requirements for high-quality, complete, up-to-date and verified product content will increase, from purchasing groups as product owners of the HCDP and also from regulatory initiatives. As soon as the European database for medical devices EUDAMED by the European Commission is launched, only items classified and recorded there can be sold in Europe. Likewise, tenders from purchasing groups will only be able to be made according to classification criteria.



Data quality requirements will increase

In the interest of frictionless data exchange and for the benefit of customers in the healthcare sector, the purchasing groups will request significant acceleration in the provision of complete and validated product content from manufacturers and suppliers. After all, they want and need to improve value creation using high-quality data throughout the supply chain in the future. Together with BAYARD's onboarding specialists, the buying groups will consistently continue to pursue the positive path they have embarked upon.

The buying groups already require daily updated product content and will push even more for shorter update cycles in the future. BAYARD's onboarding experts help medical device suppliers and manufacturers continuously improve their product content and set up automated workflows on demand, staying on top of the latest customer and government regulatory developments with ease.

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