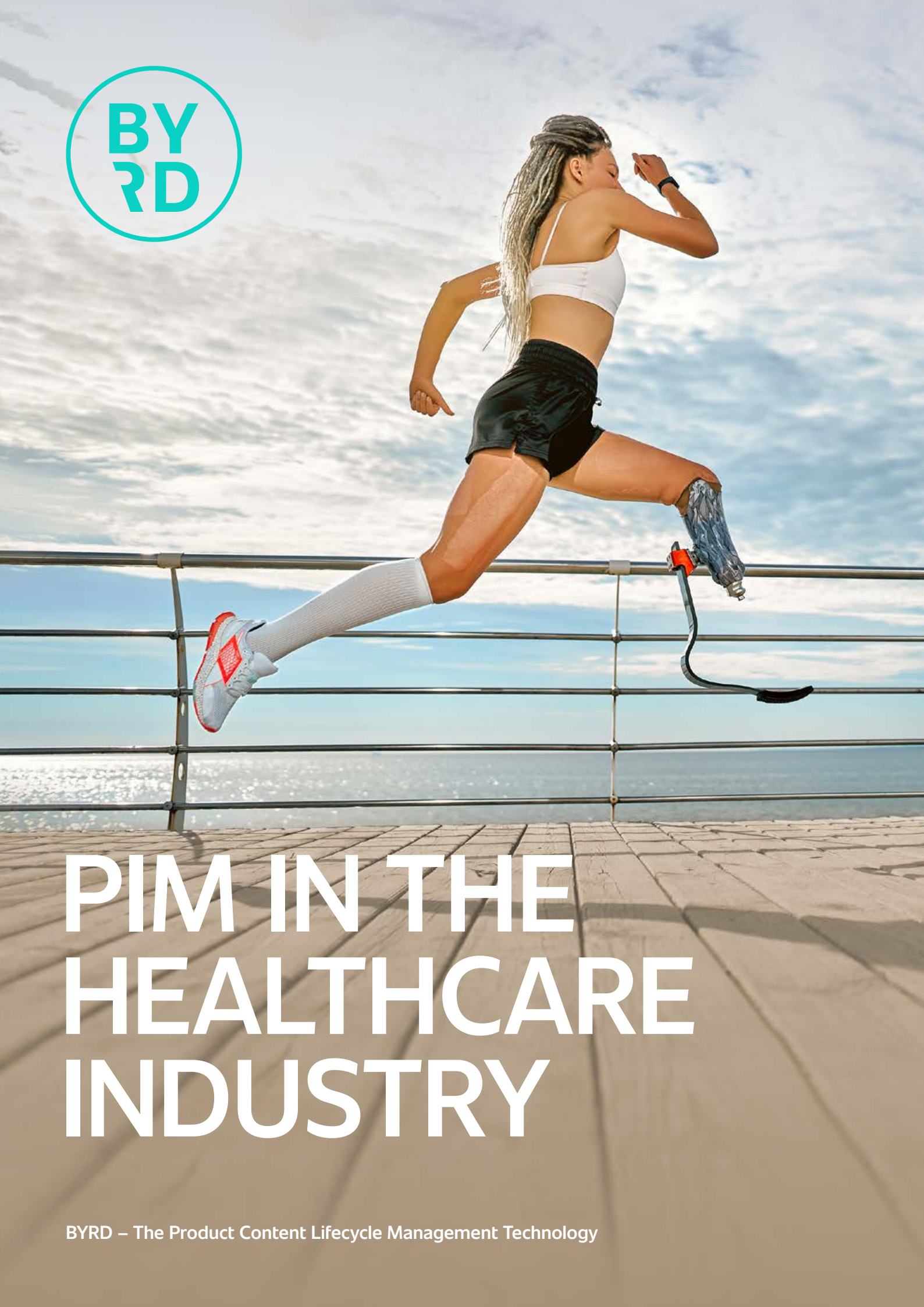


PIM IN THE HEALTHCARE INDUSTRY

BYRD – The Product Content Lifecycle Management Technology

QUALITY-ASSURED DATA FOR THE HEALTHCARE SECTOR

»On the safe side with the right technology.«

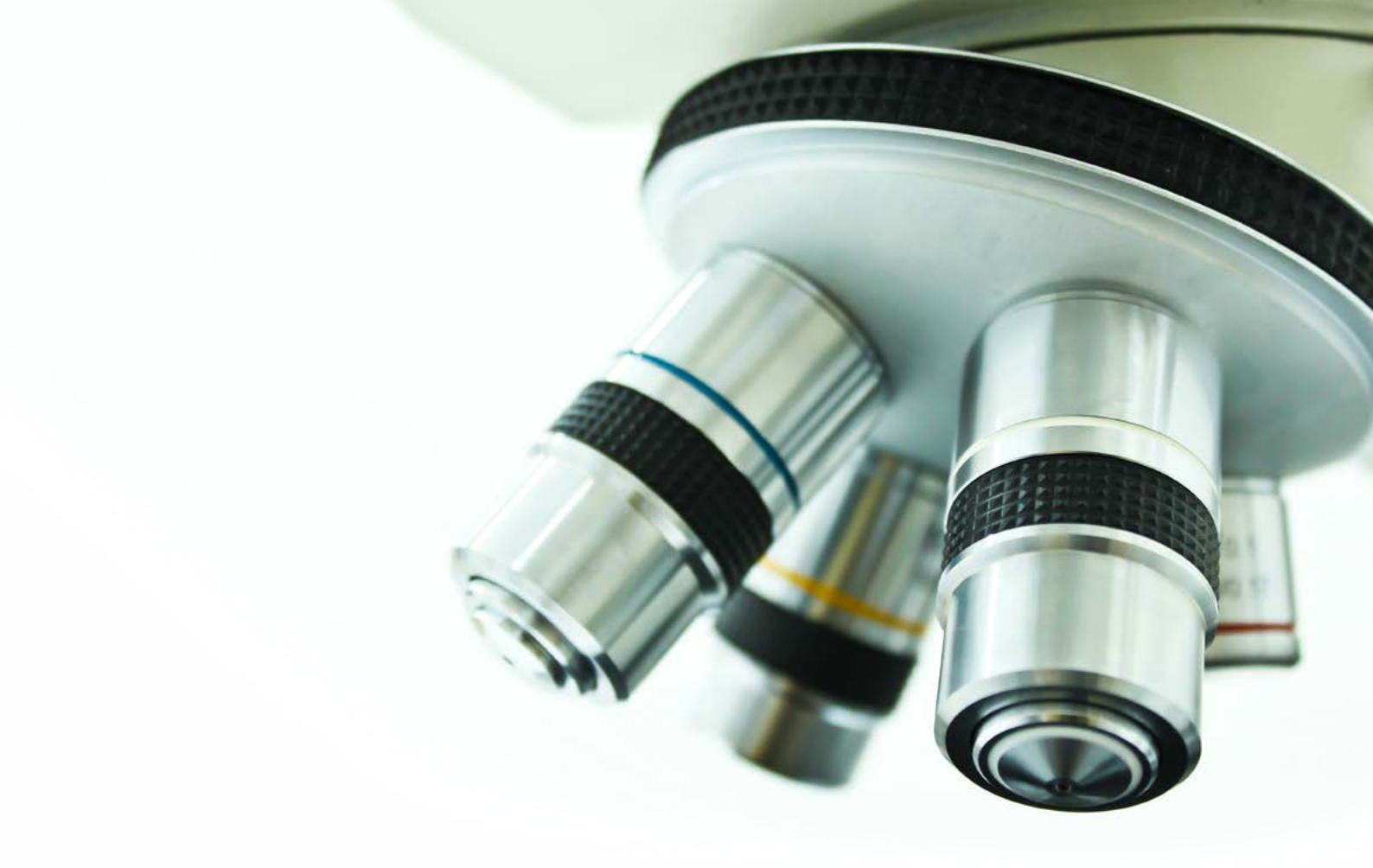
Nowhere else is quality-assured product information as important as in the healthcare sector. Numerous **data standards** such as **COVIN, HCDP, EUDAMED, GUDID, LIR, UDI,** and others support the various stakeholders in complying with quality requirements. This enables those stakeholders to provide and share reliable information about medical devices and use it in product communication and product management. For manufacturers, purchasing groups, and other market participants, there are stringent requirements that can only be met **with the right PIM** and optimised processes. In this paper, we look at this particular market in detail.

Enjoy reading!

Yours sincerely

BJÖRN BAYARD

CEO | BAYARD GmbH



CONTENT

THE HEALTHCARE MARKET

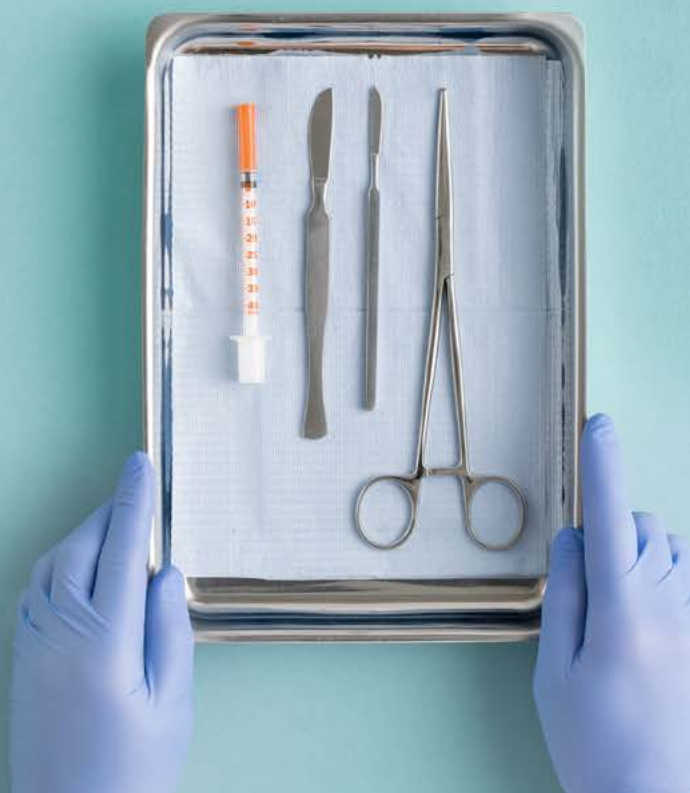
»Players, special features and challenges.«

The **healthcare sector in Germany** essentially consists of manufacturers of medical products, healthcare facilities such as clinics, and purchasing groups that centralise the purchasing and logistics processes in the healthcare market. As is so often the case, these processes are based on product master data. Medical device manufacturers must provide relevant information on their products not only so that the purchasing and logistics processes can be mapped, but also to ensure the **traceability** and **transparency of the supply chains**, which can be crucial in the event of recalls, for example.

Purchasing groups such as EKK plus GmbH, EK-UNICO GmbH, P.E.G. eG, Prospitalia GmbH, and Sana Kliniken Einkauf & Logistik GmbH support clinics in particular in reducing their procurement costs. These include direct costs, which are generally lower than with individual contracts between clinics and suppliers due to the special framework agreements with suppliers and the negotiated conditions. There are also indirect procurement costs that arise from tying up internal resources.

This interface offers further advantages such as a larger selection of medical products for clinics and the ability to quickly switch to alternative products in the event of supply bottlenecks. For manufacturers, close **cooperation with these purchasing groups** is therefore a good idea, as they can reach many potential customers.

The **challenges** in the healthcare sector are manifold. Supply chains must be particularly efficient and transparent to ensure that medical products reach clinics and their patients quickly and safely. The required information on the products can become very complex and is based on **industry standards such as the COVIN** (Content Validation Network) regulations. This makes data exchange between the various players in the healthcare system a challenge, and medical device manufacturers in particular have a duty to provide the necessary **product information in the required data quality**.



VITAL QUALITY

»Nowhere is optimum data quality more important than in the healthcare sector.«

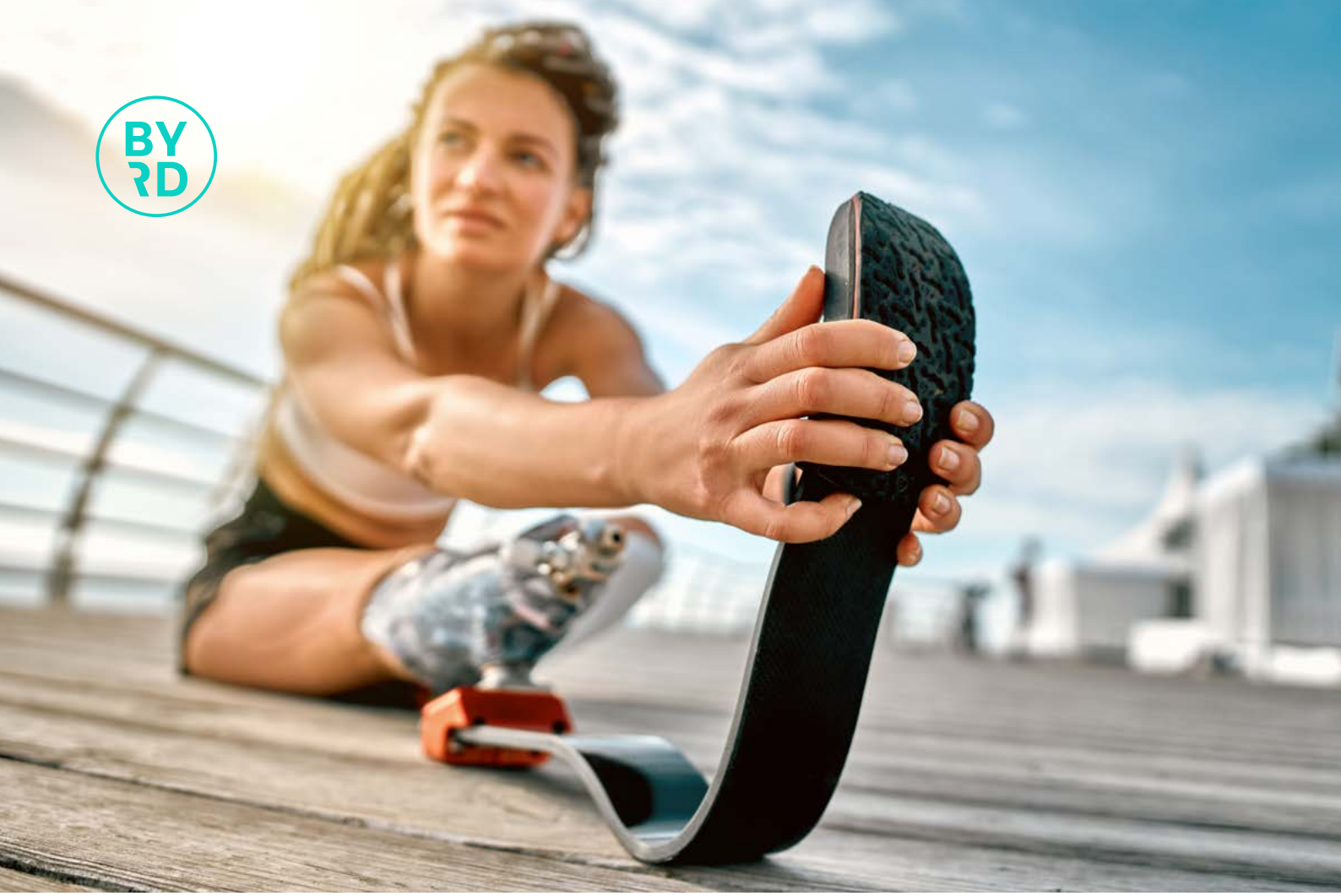
The monitoring and transparent **traceability of products** is more important in the medical sector than in any other industry. Accordingly, the regulatory authorities also place high demands on labelling and, with the **UDI** (Unique Device Identification), for example, require medical devices to be clearly identifiable. In the Medical Device Regulation (**MDR**), the UDI has been mandatory in Europe since 2022 and has ensured seamless documentation of supply chains ever since. UDI product data consists of static and dynamic parts. The static part is a code that uniquely identifies each product worldwide without any overlaps. GS1 offers the **GTIN** (Global Trade Item Number) as an option for this. The dynamic components of the UDI are information on batches, serial numbers, or expiry dates.

In addition to these regulatory requirements, there is other product information that is relevant for stakeholders in the healthcare sector and whose form, attributes, and permitted values are defined in community regulations such as COVIN. The actual data quality is measured according to the **completeness, correctness, permissibility, and up-to-datedness of the transmitted data**.

Each time product master data is exchanged, this information is therefore put to the test and validated using recognised data quality rules. Only when the data is of impeccable quality can the physical supply chain of the products continue. This shows how important it is for medical device manufacturers to focus on **optimal data quality right from the start**. Constant reworking of product master data slows down the supply chain processes, resulting in higher costs and potentially also dissatisfied customers such as individual clinics or purchasing groups in the long term.

PIM: BASIC TECHNOLOGY FOR HEALTHCARE COMPANIES

»It is important to be able to provide perfect product data at all times.«



Product information management (PIM) is the ideal software discipline for collecting, managing, and providing the required product data in a quality-assured and media-neutral manner. This makes **PIM systems central technologies** for all players in the healthcare sector – regardless of whether they provide the product information themselves as manufacturers or must obtain it from their suppliers as purchasing groups or clinics. While ERP systems primarily record item master data, **PIM systems also manage additional information** and media such as product descriptions, product images, certificates, or labels.

The focus here is on the data model, which considers the specific article structures in the healthcare sector. It is therefore advantageous to opt for a PIM system that is already being used successfully in the healthcare market. Solutions such as **BYRD even offer preconfigured data models** that are especially designed for the healthcare sector and are therefore ready for immediate use. This saves time during implementation and companies can start migrating data immediately.

In addition, sets of rules such as **COVIN can be transferred to the PIM system** and the imported or created product data can be validated using the rules defined there. Quality dashboards clearly show where improvements are needed and which product data is “ready” to be transferred to the purchasing groups or clinics or to be syndicated via the GDSN.

Suitable PIM systems therefore cover all product content requirements in the healthcare sector and ensure **efficient communication processes** between manufacturers, purchasing groups, and healthcare facilities.

THE ANSWER FOR SMOOTH DATA EXCHANGE

»Standardisation and exchange platforms keep the processes running.«

As in industry and commerce, there is pressure in the healthcare sector to exchange data as efficiently and smoothly as possible with the players along the supply chain. This is particularly true as data volumes in the healthcare sector are constantly increasing. In 2020, the four **largest purchasing groups in Germany** – EKK plus, P.E.G., Prospitalia and Sana Einkauf & Logistik – therefore joined forces to establish a platform for digital data exchange with the **Healthcare Content Data Portal** (HCDP), followed by **EK-Unico** at the end of 2021 and **AGKAMED** two years later.

While product information was previously managed manually and exchanged between stakeholders using Excel spreadsheets, the **HCDP** now offers a **centralised exchange platform** for product information, images, data sheets, certificates, and regulatory information. Using a predefined set of rules, the platform considers quality rules and requirements for the completeness of product information. The HCDP is also **connected to the GDSN**, enabling other companies to access the product information in the HCDP.

»Standardisation and exchange platforms keep the processes running.«

THE BIG PICTURE

»The entire digital supply chain must be considered.«

For market participants in the healthcare sector, as for companies in other industries, there is a growing need for end-to-end **optimisation of their digital supply chains**. This ranges from the procurement of product data and other content elements such as images, certificates, or data sheets from source systems like ERP or Excel spreadsheets to the enrichment and completion of the information through to the syndication and export of the finished product content, for example to supplier portals or the GDSN. **Automated data processes, validation rules, and workflows** help to minimise manual input. This aids in avoiding errors and keeping workflows efficient. Above all, however, a consistently high level of data quality can be guaranteed.

Comprehensive **product content management solutions such as BYRD** cover this entire process chain in one solution while also considering the industry-specific quality requirements of the healthcare sector. This means that medical device manufacturers as well as purchasing groups and healthcare organisations are ideally equipped for the q**uality-assured management and provision of their product data** and for the efficient exchange of data with their trading partners.

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