Expanding global reach of the GDSN in Healthcare

6 October 2011

GS1 Global Healthcare Conference - Amsterdam

Healthcare is expanding the global network and removing barriers to publish and subscribe to product data via the GDSN!

Steve Capel - Covidien

David Leedam - Siemens

Alex Zimmerman - Mercy Healthcare

MJ Wylie - GHX

Today's discussion will focus on the strategic approach to publishing product data, leveraging the GDSN among several countries with a fast path to publishing only the needed data.

GHX

GHX Global Healthcare Exchange

GHX is the world's largest collaborative community of healthcare providers and suppliers

North America (US and Canada)
- More than 80% of US hospitals use GHX
- More than 130,000 unique trading partner connections
- Total organizations transacting via GHX
  - Providers: 11,000+
  - Suppliers: 4,700+

Europe (UK, Germany, 7 other countries)
- More than1000 providers
- More than 300 suppliers
- Nearly 100% of NHS pharmacies

MJ Wylie,
Director, Global Data Standards
- Advocate for collaborative exchange of accurate product data for healthcare worldwide,
- Extensive background with healthcare data standards and data synchronization,
- Facilitated GHX with US FDA UDI pilot work,
- Led GHX to be a GDSN certified data pool, **GHX Health ConneXion®**, and
- Currently serves on the *GS1 US Healthcare Leadership Team* and the *GS1 Global Healthcare Leadership Team*.
- mjwylie@ghx.com or www.ghx.com

GHX

- Learn how healthcare is expanding implementation in the GDSN.

- Hear how global suppliers look to meet local or regional demands.

- Understand communications practices among trading partners as they work with the GDSN.

GHX

16 Years working for Covidien in a variety of areas

- Packaging Graphics
- eCommerce Technology
- eBusiness processes
- Customer Relationship Management processes

Steve Capel
Director of eBusiness EMEA

- GS1 Healthcare Leadership Team member
- Co-Chair GDSN Expansion in Healthcare

Covidien is currently assigning and marking GTIN's on products and creating a database in readiness for Data Sync via GHX Healthcare ConneXion data pool on a global basis.

COVIDIEN

David Leedam
Siemens Healthcare Diagnostics

SIEMENS

David Leedam

Head eCommerce, EMEA APAC

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30 years experience in Healthcare.
  6 in NHS (UK) – Microbiologist.
  6 in Sales (Syva UK).
  6 in Training (Syva/Behring Diagnostics).
  12 in eBusiness (Dade Behring/Siemens).
 eCommerce responsibilities since 2005.
 GS1 Standards responsibility since 2009.
 UDI responsibility since June 2011.

GDSN involvement since 2009. Published US product catalogue via GHX HealthConneXion September 2010 and updated to include eCl@ss v7 and UNSPSC classification August 2011. Currently involved in preparation of German catalogue and an automated feed to GHX.

Alex Zimmerman, Mercy Healthcare

ROi

Key Business Drivers	Supplier Analysis	Revenue	Spend	Benchmarking	Market Share	Usage

ROi Key Metrics

Alex Zimmerman Director Information Solutions, Mercy Health

BBA:
University of Texas

MBA:
Missouri State University

Alex has over 13 years experience in the healthcare supply chain industry covering a broad range of leadership, planning, systems integration, and project management roles.

Key business initiatives for Mercy Health:
- GS1 Standards enablement
- Procure to Pay eBusiness optimization
- Supply Chain analytics dashboard integrating supply usage to the point of care to enable supply cost per procedure reporting

Mercy

8th Largest U.S. Catholic health system

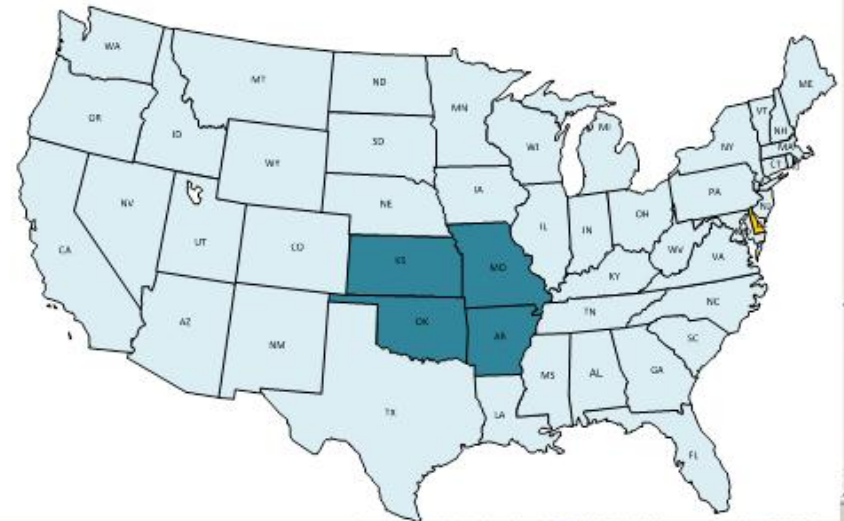**27th** Largest U.S. health system

30 HOSPITALS

4,367 LICENSED BEDS

35,580 CO-WORKERS

4,626 MEDICAL STAFF MEMBERS

1,245 INTEGRATED PHYSICIANS

$4.05 Operating Revenue (Billions)

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