IMPROVE YOUR PRODUCT DATA

Utilize the Global Data Synchronization Network (GDSN) for Healthcare
WHAT IS THE GDSN?

The GS1 Global Data Synchronization Network™ (GDSN®) is a trading partner accessible “database” that contains product attributes by item ID number. The GDSN facilitates the sharing of data to ensure all members of the supply chain are receiving correct information about a product.

HEALTHCARE PRODUCT DATA

Today, healthcare product data is:
- Fragmented and inconsistent
- Incorrect or outdated
- Duplicated
- Decentralized
- Non-standardized
- Unreliable

These problems cause:
- Incorrect orders
- Invoice discrepancies
- Inventory inaccuracies
- Negative impact on patient safety and quality
- Increased operating costs

WHY GET INVOLVED?

- Maintain competitive advantage
- Regulatory requirements
- Increase operational efficiency
- Improved patient safety and quality
- Comply with global data requirements
- Enhance overall data quality

POTENTIAL IMPLEMENTATION BENEFITS

- Improve patient safety and quality
- Reduce costs
- Improve customer service
- Increase invoice accuracy and improve order accuracy
- Easily identify discontinued items
- Improve inventory management
- Streamline new product introduction, increasing speed to market
- Gain rapid access to standards-based product information
- Comply with global data requirements
- Eliminate duplication of master data records
- Centralize product information collection and dissemination
- Use a single platform for controlled access to product information
- Simplify product information maintenance including automated updates

HOW THE GDSN WORKS

The GDSN is a mechanism that ensures information is properly defined and formatted for confidential communication between trading partners. Data Sources select and control which Data Recipients have access to their product information.

Information in the GDSN progresses through a secure reconciliation process, which carries a status between trading partners. Data Recipients use these statuses to help define the product information they wish to use.
## DATA SOURCES

### REQUIRED MASTER DATA
Data Sources load standardized product information for sharing with trading partners including:

- Global Trade Item Number® (GTIN®)
- Description
- Part Number
- Pack Levels
- Hierarchy Info

### Publish Product Information
Data Sources gather product data from internal systems and load to a chosen GS1 Certified Data Pool for publishing to authorized subscribers.

### Synchronize with GDSN Trading Partners
Utilize the embedded GDSN synchronization workflow and messaging to verify and/or correct product hierarchies.

### Approve Subscriptions
Respond to electronic product information requests from participating GDSN trading partners.

### Maintain Key Product Data
Keep the GDSN system current with new products, changes in packaging, or product retirement. Updates are automatically pushed to subscribing partners.

### INPUT

## GDSN

### GS1 DATA POOLS: INTEROPERABLE • GS1 CERTIFIED • COMMERCIAL • VALUE-ADDED SERVICES

### GS1 STANDARDS
Standards Management
- Data Exchange Rules
- GTIN Allocation Rules
- Marking Rules
- Global Registry

### DATA SOURCES

### DATA RECIPIENTS

## OUTPUT

### Secure Certified Data Pools
GDSN is operated by certified vendors who are required to undergo rigorous testing for data security and interoperability between data pools.

### Automated Updates
When product information is updated by a Data Source in GDSN, the update is pushed to all of the approved subscribers. When errors are corrected, all subscribers are informed immediately.

### Members Only
GDSN data is only available to subscribers in the system and exchanges are managed by the trading partners.

### Managed Workflow
Synchronization in the GDSN is a controlled process. The managed exchange of product information results in a standard workflow for trading partner alignment.

### DATA SOURCES

### DATA RECIPIENTS

### Submit Subscriptions
Establish electronic requests for manufacturer product information.

### Provide Feedback and Synchronize
Use GDSN to notify Data Source of discrepancies or to confirm agreement with published data.

### Maintain
Monitor GDSN updates from Data Sources and move to dependent systems. Request additional product information as business requirements warrant.

### Review and Align
Build GTIN cross references to internal identifiers, compare the standardized GDSN data to current hierarchies for the same product information, and identify any discrepancies.

### Incorporate Standardized Data
Move synchronized product information to internal business systems. Utilize in business transactions and processes.
Steps to GDSN Implementation:

1. Establish executive support
2. Form GDSN management advisory group
3. Establish operational team
4. Initiate education for advisory group and operation team
5. Select data pool, connect to GDSN, and establish an implementation strategy
6. Assess information systems
7. Ensure data is ready
8. Develop and initiate project communications
9. Engage customers
10. Conduct testing with customers
11. Make adjustments to initial GDSN implementation plan
12. Create standard operating procedures

For more information and a list of participating companies, visit www.gs1us.org/healthcare

For information on the Global GDSN Healthcare Implementation Initiative, visit http://www.gs1.org/healthcare/implementation/gdsn

Other questions? Contact GS1 Healthcare US at gs1healthcareus@gs1us.org