Content as a Strategic Asset to Deliver Value

WSHMMA
Nothing is more difficult to undertake, more perilous to conduct or more uncertain in its outcome than to take the lead in introducing a new order of things. For the innovator has for enemies all those who have done well under the old and lukewarm defenders who may do well under the new.
Looking back at your supply chain organization over the past year (or ahead), what is the single largest change you have undertaken?
Content Management Meets the EHR

Global Data Standards
Content Management Meets the EHR
Exponential Growth of the Item Master

- **36,400 Active IM items**
  - Feb 1
- **100,610 Active IM items**
  - Dec 18
- **EHR Go-Live**
  - July 1
What We Know

Non-Best Practice Item Master Management

- Perpetual Inventory
- PAR Stock Inventory
- Routinely Purchased Supplies
- Clinical/Procedural Supply Universe

Best Practice Content Mgmt
What We Know

Clinician documents supply and implant usage during case

- Minimal clinician time to enter supply/implant
- Charging data seamlessly passes to billing
- Relevant item information captured at point of use by clinician
- The downstream work begins...

50% Found

50% Not Found
What We Know

- Item Master Item - Found 49%
- Non-Catalog Items - Found via Research 29%
- Non-Catalog Items - Unable to Identify 22%

Sample: Implant Log, 1 month
Inaccurate data threatens patient safety and can lead to increased costs, inefficiencies, and poor financial performance.

Assessing and Improving EHR Data Quality (Updated). AHIMA, 7/5/2014

In leading practice, the materials management system is the source of truth of any information feeding the EMR. Any change to the materials management system, once integrated, impacts the EMR and must be planned for to prevent unintended clinical and financial consequences.

Center of the Universe

- Procurement / Purchasing
- Strategic Sourcing
- Inventory Management
- Clinical (EMR)
- Chargemaster / Patient Billing
- Adverse Events & Recall Mgmt

Item Master
Core Challenges

Breadth

Accuracy

Relevance

Agility

Billing

Clinical Buy In
• Standardized descriptions ensure:
  • Improved search for items
  • Consistent abbreviations
  • Consistent format
  • Critical information included in item description
• But it also means:
  • Not everyone will necessarily agree
  • Limited amount of “non-standard item vernacular”
  • No Christmas trees

SUTURE PRLN 3-0 PS2 18IN MFL BLU NABSB
SUTURE PRLN 3-0 V-7 36IN 2 ARM MFL BLU NABSB
SUTURE PRLN 3-0 FS1 18IN MFL BLU NABSB
SUTURE PRLN 3-0 SH 48IN 2 ARM MFL BLU NABSB
SUTURE PRLN 3-0 RB1 30IN MFL BLU NABSB
SUTURE PRLN 3-0 SH 30IN MFL BLU NABSB
SUTURE PRLN 3-0 SH-1 30IN 2 ARM MFL BLU NABSB
SUTURE PRLN 3-0 FS2 18IN MFL BLU NABSB
SUTURE PRLN 3-0 FSL 30IN MFL BLU NABSB
Where Success Begins

- **Biggest Pitfalls to Success**
  - Not gaining clinical buy-in
  - Setting unreasonable expectations
  - Unclear channels for resolution of issues
  - Data, Data, Data (descriptions, UOM, price, charge information)

- **Keys to Success**
  - Clinician engagement from the start
  - Item Master relevancy
  - Tightly connected data sets (item master, charge master, clinical inventory)
  - Eliminate redundant content practices
  - Minimize manual processes – access to data and information
Global Data Standards
Global Data Standards

What do I really need to know??

UDI  PI  GDSN  HELP  DI  GTIN  GUDID
"I am thinking about thinking about it"

"We are already connected to a GDSN certified data pool"

"We are transacting with GTIN’s"

"UDI-what?"
Some Basic Definitions

**Global Trade Item Number (GTIN)**
- Globally unique 14-digit number used to identify trade items, products, or services
- Issued by the standards body GS1
- Embedded in a barcode

**Unique Device Identifier (UDI)**
- An identifier mandated by the U.S. FDA designed to adequately identify medical devices through their distribution and use.
- UDI compliant codes provided by issuing agencies authorized by the FDA (GS1, HIBCC, ICCBBA)
- Includes a static device identifier, e.g., a GTIN, a HIBC-LIC, or an ISBT 128 code) and a dynamic production identifier, e.g., lot, serial number, expiration date, etc.
- Part of the FDA UDI regulation published in 2013 and being implemented now
UDI Overview

Create & Assign DI
- GS1 GTIN
- HIBCC LIC
- ICCBBA

Mark UDI
- Text + Barcode
- DI + PI **
- Direct Part Mark
- Label
- Carton
- Inner Pack
- Case

Share UDI
- Load GUDID
- Post-Market Surveillance
- Supply Chain Efficiencies
- Comparative Effectiveness

** UDI = DI + PI
DI = Device Identifier (static industry-standard product identifier)
PI = Production Identifier (variable info, such as Lot, Expiry)
Printed in Text and in a Barcode, on every fixed-quantity packaging level
Global Data Synchronization Network (GDSN) - an internet-based, interconnected network of interoperable data pools and a global registry that enables companies around the globe to exchange standardized and synchronized supply chain data with their trading partners.
Some Basic Definitions

Global UDI Database (GUDID) - a database administered by the FDA that will serve as a reference catalog for every device with a UDI.

The public can access information contained in the GUDID through AccessGUDID.
UDI Labeling

UDI = DI + PI

Found on the device label, packaging or, in some cases, on the device itself

Qty: 1 each  Size: 20mm x 12.5mm

UDI is subset of additional relevant data

Manufacturer: CompuHyper GlobalMed, LTD
101 Innovation Drive, New Sales, MD 20999-0000

REF Z1234

2014-01-

45°C

UPPER LIMIT OF TEMPERATURE

KEEP DRY

XXX-867-5309 (USA)
XXX-555-3226 (Outside USA)
http://www.compuhyperg.com
Show Me the Data

- **GDSN**
  - Not simple plug-and-play
  - Pub/Sub model

- **GUDID**
  - Publicly available
  - Free access to download and lookup

- **Suppliers**
  - Supplier websites
  - File/data requests
Lessons in Scanning

• UOM is the toughest challenge – period!
• Product barcodes (if there) fall into 4 buckets:
  • Data on package matches what is published to GUDID or GDSN
  • Value is published to GUDID or GDSN but package does not match
  • Value on package is compliant barcode, but not published
  • Barcode values are inconsistent and change inexplicably

**LESSON:** Scanning at the point of use is a commitment – its neither easy nor a one-and-done but the pay off can come in many hours saved.
Change is All Around

• Driving forces of change to healthcare
  • Mergers and acquisitions
  • Healthcare reform
  • Regulatory reform
  • Systems change and standardization
• Financial pressures
• Global product standards
THANK YOU!

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