Are You Ready? Communicating Product Information Through HDA Origin
June 25, 2018 | 2:00 PM (Eastern)

The webinar will begin shortly

You should be able to listen to the audio portion of today’s event through your computer. If not, please dial:

Toll Number (US/Canada): 1-650-479-3208
Event access code: 667 451 790

If you are having technical difficulties, please contact WebEx directly at (866) 229–3239.
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Welcome

Perry Fri
Executive Vice President, Industry Relations, Membership & Education
Healthcare Distribution Alliance
Before we get started...

- Today’s webinar is being recorded.
- All participant lines are muted.
- Presentation and audio-replay will be made available by Monday, July 2.
This webinar is for information and educational purposes only.

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Q & A: Submit Your Questions

1. Type your question into the Q & A box located on the right-hand side of your screen.
2. Click the SEND button to submit your question.
ORIGIN
HDA PRODUCT DATA SOURCE
Speakers

Perry Fri
Executive Vice President, Industry Relations, Membership & Education
Healthcare Distribution Alliance

Drew Neil
Director, Enterprise Architecture DSCSA
ValueCentric

Dianne Pfahl
Vice President, Strategic Sourcing National Brands
Cardinal Health, Inc.
Are You Ready? Communicating Product Information Through HDA Origin

HDA Product Data Source
Agenda

• Background and scope
• Understanding the GTIN
• How Origin can help industry stakeholders
• Future of Origin
• Next steps
Background...How the Industry got here:

- November 2013: DSCSA signed into federal law requiring serialization of Rx products
- International standards required to achieve interoperability. Many in US Rx industry look to GS1 standards
- EPCIS standard for data exchange requires assignment of GTINs to each level of packaging. GTIN is embedded in “product identifier” and links scan to master data
- HDA verification pilots demonstrated challenges in manually sharing data
Origin’s Scope: GTIN master data

- Origin is a repository of Product Master Data at the GTIN level
- Origin does not store serial numbers
- It is not a transactional database
- It is not a Verification Router Service (VRS)
- It’s optional
- Your relationship with your serialization partner will not change
### The GTIN and Packaging Hierarchy

<table>
<thead>
<tr>
<th>Packaging Level</th>
<th>GTIN</th>
<th>Contained Packages</th>
<th>Total Eaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bottle</td>
<td>00361414567898</td>
<td>None</td>
<td>1</td>
</tr>
<tr>
<td>Bundle</td>
<td>30361414567893</td>
<td>6 Bottles</td>
<td>6</td>
</tr>
<tr>
<td>Case</td>
<td>50361414567899</td>
<td>4 Bundles</td>
<td>24</td>
</tr>
</tbody>
</table>

GTIN Package Size data will be used to increment inventory upon receipt of packages.
Origin Serves as a Hub to Streamline Communication Between All Trading Partners

- Uniform method for manufacturers to share product master data with both direct and indirect downstream trading partners simultaneously
- Easy way for trading partners to reach back upstream through Origin customer support to identify and fix errors.
Discussion

Dianne Pfahl
Vice President, Strategic Sourcing National Brands
Cardinal Health, Inc.
Benefits: Centralized Problem Solving

1. Product Scanned: No GTIN Match
   - Receiver Contacts Origin Support

2. Origin Support Investigates Database
   - Product Not Found
     - Origin Support Contacts Manufacturer
     - Manufacturer Provides Updated Product Information
   - Product Found
     - Origin Support Notifies Receiver of Data Update
     - Receiver Updates System and Can Accept Product

- Origin Support Verifies Repository Update
Origin's Data Fields

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Required?</th>
<th>Format</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>GTIN</td>
<td>Y</td>
<td>Text</td>
<td>14-Digit Global Trade Item Number</td>
</tr>
<tr>
<td>NDC</td>
<td>Y</td>
<td>Text</td>
<td>10-Digit NDC Number with dashes</td>
</tr>
<tr>
<td>NDC11</td>
<td>Y</td>
<td>Text</td>
<td>11-Digit NDC Number format (no dashes, zero padding to reach 11 characters)</td>
</tr>
<tr>
<td>Proprietary Name</td>
<td>Y</td>
<td>Text</td>
<td>The brand name of the drug, if it has one. If not, the established name of the drug.</td>
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Fields describing products are familiar and in use today at the NDC level.

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A simple set of new attributes describes package sizes and hierarchies.
Future: Product Roadmap

• We are currently gathering requirements for incorporation of the HDA “New Product Form” into Origin

• We are committed to GDSN compatibility if and when the industry moves to adopt that standard

• Origin has a robust API and a solution providers are enrolling in our certification program
Next Steps

• Sales promotions are currently underway

• Access User and Contributor Agreements on Origin’s Website: www.HDAOrigin.com

• Contact Origin for proposal

• Contacts:
  – Perry Fri- Executive owner (PFRI@HDA.org)
  – Derek Janca- Sales and implementation (Derek.Janca@hdaorigin.com)
Next Steps: Subscribing to **Origin**

**Product Labelers and Repackagers (Contributors)**
- Labelers are responsible for loading and keeping product data up-to-date
- Implementation assistance, training and security setup is included with subscription, as in ongoing live and web support.
- Easy data entry - by file upload, through a web portal or API

**Distributors and Dispensers (Users)**
- System is designed for ease of download to keep database resident in your local systems and to integrate into your internal shipping and receiving applications.
- You will need to periodically update your local data with the service to keep it current.
- Data can be downloaded manually, on a recurring schedule, or by API

**Technology Partners**
- If using the system as an “agent” of your client, no additional membership or fee is required.
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Save the Date

2018 HDA Education: TRACEABILITY SEMINAR
October 17–19, 2018
Renaissance Washington, DC Downtown Hotel

http://www.hda.org/events
Contact HDA

Perry Fri

pfri@hda.org

(703) 885-0222
Thank you