



Suppliers and GPOs

Mediplus leverages the GS1 Global Data Synchronisation Network for master data communication

Mediplus was established in UK in 1986. The company's focus is R&D, and the manufacturing and marketing of innovative medical devices. Mediplus needed to publish its medical devices' unique device identifiers (UDIs) to the US Food and Drug Administration's (FDA) Global UDI Database (GUDID), but wanted a scalable solution to meet the company's other demands on its product data. Mediplus decided to leverage the GS1 Global Data Synchronisation Network® (GDSN®) to communicate its product master data to trading partners, and selected LANSA's SyncManager multi-domain MDM platform, as its integration solution. Mediplus now spends less time managing product data and learning different rules and formats. The solution's audit features also provide Mediplus with full data governance.

By Emma Gray and Dominique Thomas



Business need

Mediplus develops, manufactures and markets innovative medical devices that meet the needs of patients and clinicians worldwide. Mediplus sells direct to end-users in the UK and to more than 40 countries globally through a network of select distributors.

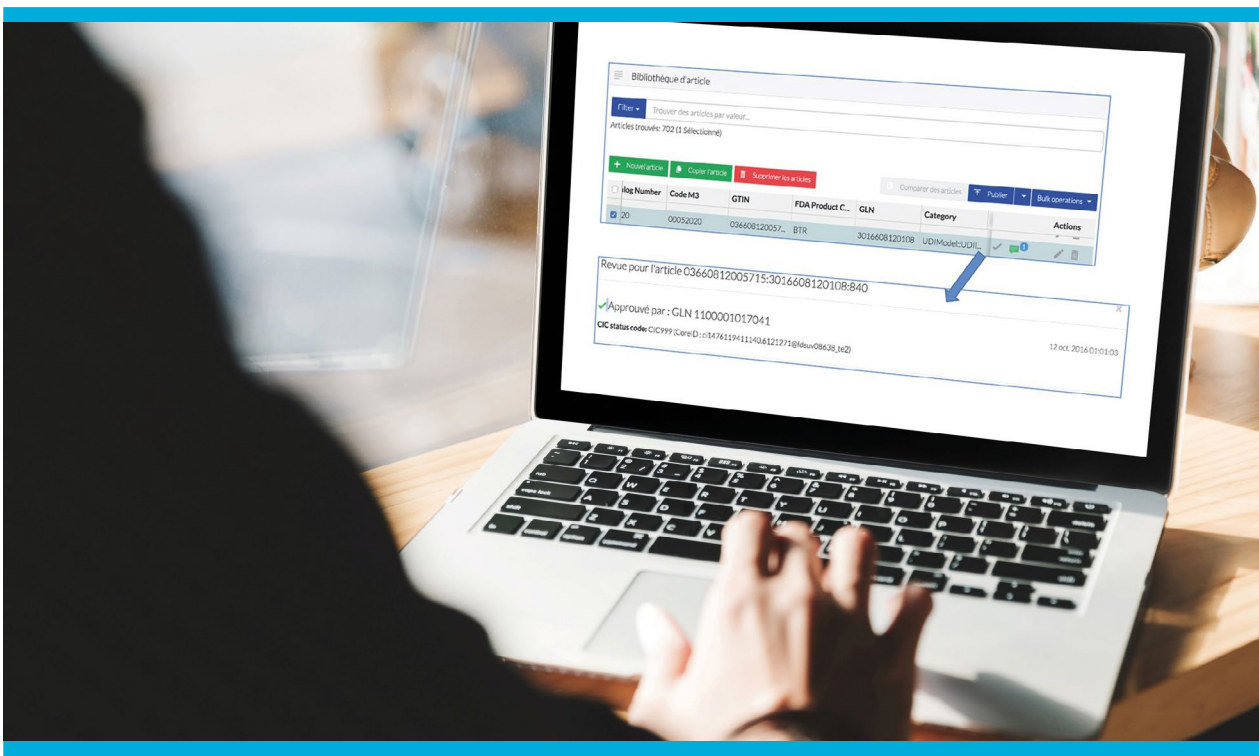
With a growing customer base, both domestic and worldwide, greater demand was placed on Mediplus to provide product data to its clients. The requests included marketing content, logistics data, regulatory information and more. Each customer required different data to be provided in different formats, using different mechanisms. Maintaining a single version of the truth for product data was becoming impossible.

When the US FDA mandated that medical devices had to be registered with UDIs in a public database, a decision was made to investigate and adopt a LANSA Product Information Management (PIM) System to meet these needs as spreadsheets had become ineffective.

It was important to Mediplus that the system it adopted would scale to meet both existing requirements and future demands from the market, like the UK's National Health Service (NHS) eProcurement.

A change for the business

After evaluating different approaches to product data management and UDI compliance, Mediplus selected the GS1 GDSN to support the company's master data management strategy with LANSA's PIM System as its data management and integration tool.



“ Having a single PIM system to manage all our product data means we now have more time to invest in developing innovative products for market. Our organisation will be able to keep pace with developments relating to product data requirements in the market, and at the same time be sure that our own operations can rely on complete, accurate master data.”

Emma Gray, Managing Director, Mediplus

Implementing data synchronisation meant moving from the current system of spreadsheets used by the team at Mediplus to store master data.

By implementing a PIM to manage the organisation’s master data, Mediplus has now created a “single version of the truth” for master data, eliminating the need to manage multiple data sets. All data is now in one place and easily accessible and manageable by the Mediplus team.

Likewise, Mediplus has started to realise benefits simply from taking a standards-compliant approach. There is now a clear set of formats

and definitions that they can rely on to structure the organisation’s master data for intended recipients—whether GDSN recipients, the US FDA’s GUDID or NHS trusts.

Having visibility of data changes and ownership has been a significant benefit for Mediplus. The process of implementing GDSN has led to the clarification of responsibility for the maintenance of data elements, and this clear ownership has meant even more focus on the quality and completeness of the data. All of the staff within the organisation who are responsible for master data maintenance are now even more empowered to own the data, thus safeguarding its integrity.

Already providing data

Mediplus is already using its new processes and infrastructure to prepare its product data for NHS eProcurement, using the newly extended validation rules that were added during 2017.

As additional requirements for product master data emerge, due to an ever-increasing industry reliance on accurate and complete data, Mediplus is confident that they have put in place the business processes and technologies to support future requirements in the market, negating the need for investments in additional infrastructure and systems.



We have now tamed the complexity; all of our product data is validated, enriched and organised in one central place.”

Emma Gray, Managing Director, Mediplus

About the Authors



Emma Gray is Managing Director of Mediplus, taking over the helm in May 2009 after 14 years within the Company. Prior to this she was Commercial Director, responsible for all commercial, financial and regulatory aspects of the business.

Emma is a qualified accountant.

Having worked in practice, she moved into industry and worked for a number of years as part of the finance team within Hertz and brings this global experience to Mediplus.

Emma is a fellow of the Association of Chartered Certified Accountants and a member of the Association of Accounting Technicians



Dominique Thomas is the General Manager for LANSA's PIM business. He has over 20 years of experience as an operational director in providing support to executive teams, having developed a hands-on approach with entrepreneurial spirit, high levels of credibility and influencing skills. In

2013, Dominique brought the LANSA Data Sync Direct solution to Europe. In 2015, he developed the strategy and the sales of the leading-edge, cloud-based PIM/MDM solution, SyncManager. At the same time, he has grown LANSA's partners' ecosystem, starting with a closer collaboration with the GS1 Global Office and local GS1 Member Organisations.

About Mediplus

Since its creation in 1986, **Mediplus's** name has become synonymous with quality and reliability in the field of single-use medical and surgical products. Continuous technological and market research, implementation of the latest technology at all levels, dedication to customer satisfaction, and high quality and reliability standards are all key factors in Mediplus's growth.

www.mediplus.co.uk

About LANSA

LANSA is a leading provider of business process integration and data synchronisation software. LANSA's product suite spans the entire supply chain process with solutions for GDSN participation, Product Information Management and data quality. LANSA is a solution provider for many GS1 Member Organisations worldwide and a leading 1WorldSync solution provider. LANSA is working with market category leaders including Kroger, P&G, Mars, Nestlé, Teleflex, J&J, Abbott Laboratories. Established in 1987, LANSA supports thousands of companies around the world with its products and services.

www.syncmanager.com

SyncManager is Software-as-a-Service (SaaS) operated on a subscription-based model, which provides instant connectivity to the GDSN via the 1WorldSync Data Pool.