



HDA PRODUCT DATA SOURCE

Facilitating the efficient and accurate exchange of product master data between pharmaceutical manufacturers and their trading partners and securing DSCSA compliance

Centralized Solution

HDA has partnered with ValueCentric to create Origin, a central GTIN¹ database for prescription pharmaceutical products.

Participants in Origin will have around-the-clock access to a cloud-based portal for exchange of product master data between manufacturers and their trading partners to ensure efficient movement through the supply chain.



An easy-to-use central repository for GTINs; providing all stakeholders with real-time access to critical product master data



Support from a customer service team to facilitate implementation and rapid resolution to integration challenges



A cloud-based portal facilitates efficient, accurate data exchange on demand



The foundation for using product serialization data to advance industry logistics and reporting

[1] GTIN is a registered trademark of GS1

For more information visit: www.HDAorigin.com

Or contact Bill Henderson at bill.henderson@valuecentric.com (610-756-1327)

FACT SHEET

Our Mission:

The approaching DSCSA deadlines mandate the presence of a GTIN labeling on all pharmaceuticals to improve the safety and efficiency of product movement through the supply chain. The GTIN identifies the product packaging level, and new GTIN identifiers will be created for any alterations in packaging. HDA's mission is to develop and solicit full industry participation in a GTIN repository service, creating one database of record for this information. Origin will house a complete, secure database of pharmaceutical product GTINs, and provide customer support for resolution of any and all issues.

Q: What benefit does Origin provide for subscribers?

All subscribers to Origin will have access to product master information, enabling real-time communication of product packaging updates across the entire supply chain. The repository will aid in warehouse preparedness and minimize delays in product shipment and receipt. Enabling efficient flow of product and data, this service assists in the safe movement of product within the channel and ensures that the right product reaches patients in need.

Q: What is HDA's role in this product?

As the organization representing primary drug wholesalers in the United States, HDA considers the creation, maintenance, and customer service around reference data a foundational responsibility. As additional DSCSA milestones approach, Origin will be a valuable foundation for utilizing the wealth of product information to improve channel logistics, planning, and reporting. Further, the service incorporates a customer service component ensuring simplicity of implementation, rapid data issue resolution, and eliminating the need to staff these positions at individual distribution centers.

Q: When will the service be available?

Origin is targeted for a July 2017 release. HDA intends to have pricing and subscription information available before then to be shared at upcoming industry events and through the web inquiry process.

Q: How can I be ready for the July planned general availability?

Contributors (manufacturers, repackagers, 3PLs, etc.) can prepare by registering your company prefixes and packing hierarchy with GS1 to ensure the proper creation of GTIN identifiers. Additionally, you can determine your product contact personnel for product match related issues and prepare your systems to provide data.

Consumers (wholesalers, retailers, providers, etc.) should prepare their systems and personnel to receive data and inform your business partners that you intend to receive GTIN data via Origin.



The Healthcare Distribution Alliance (HDA) represents primary pharmaceutical distributors — the vital link between the nation's pharmaceutical manufacturers and more than 200,000 pharmacies, hospitals, long-term care facilities, clinics and others nationwide. Since 1876, HDA has helped members navigate regulations and innovations to get the right medicines to the right patients at the right time, safely and efficiently. The HDA Research Foundation, HDA's non-profit charitable foundation, serves the healthcare industry by providing research and education focused on priority healthcare supply chain issues. For more information, visit www.hda.org.



ValueCentric is the leader in channel data management and analytic solutions for the healthcare industry. Its mission is to help customers leverage data to improve business decisions, reduce costs, and increase the speed in which products reach patients in need. ValueCentric continues to be a pioneer in the pharmaceutical, specialty, and medical products industries investing in big data solutions and improving how all parties can use data, including DSCSA related data streams, to optimally manage their product performance in the channel. For more information, visit www.valuecentric.com.