



GHX Health ConneXion™ Data Pool

The healthcare industry calls for standards – are you ready?

Awareness of the importance of standards in the healthcare industry has grown significantly in recent years. Specifically, evidence of the need for standards can be seen by the following changes in the marketplace:

- Global markets already require the use of GS1 standard data in the supply chain
- Regulators will require the same standards as they roll out new initiatives like Unique Device Identifier (UDI), e-Pedigree and electronic medical record initiatives
- Globalized acute care settings and device recall process requirements are being utilized more frequently

As a result, some healthcare organizations have undertaken efforts to assign GS1 standard identifiers to their products, organizations and locations, specifically the Global Trade Item Number (GTIN) for products and Global Location Numbers (GLNs) for organizations and locations. To others, however, the cost and effort associated with implementing standards poses a real challenge. **GHX can answer this challenge – with the GHX Health ConneXion™ Data Pool.**

With the launch of GHX Health ConneXion, it's now possible to help your organization comply with new global standards. Health ConneXion was developed with input from leading government agencies and industry associations along with the GS1 companies, including the GDSN. With connectivity

to over 80% of licensed beds at hospitals and their key suppliers in the US and Canada, and with operations in nine European countries, GHX provides the most cost effective and efficient means to enable the use of global standards. When your organization utilizes the Health ConneXion data pool in conjunction with the GHX Exchange, you'll have powerful touchless ordering, as well as access to the most accurate product data within the new global standards.

With a unique combination of healthcare knowledge, leading industry experience in data integrity, and connectivity across many distributors, hospitals, manufacturers and GPOs, the Health ConneXion data pool delivers the greatest value to healthcare.

If you are already an integrated participant of the GHX Exchange, you'll be able to maximize your existing integration and connectivity to minimize costs. You'll find the Healthcare ConneXion data pool offers the easiest and fastest connection, by leveraging your existing trading partner status through the Exchange.

If you are not connected to the GHX Exchange, you can still access GDSN-certified data through Health ConneXion. Your organization will receive many of the same benefits based on the unique market position of GHX, with access to the only data pool that delivers a healthcare-specific focus.

GHX
Health ConneXion™

Now's the Time to Act

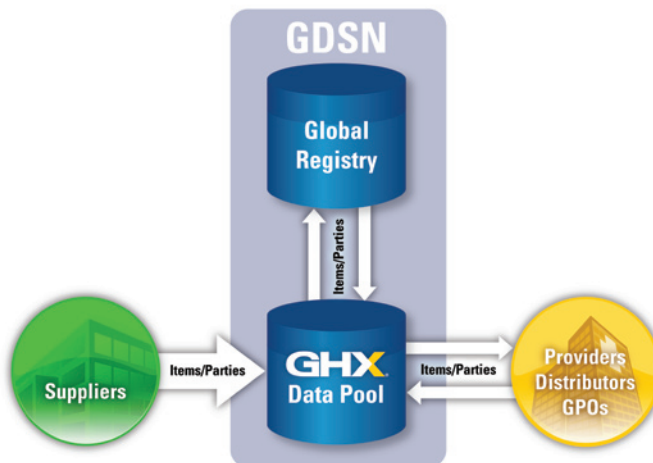
Previous health industry and technology initiatives such as HIPAA and Y2K demonstrated the value of having a strategy. Savvy businesses see the opportunity to lower impact and provide operational value, making their organizations more competitive and profitable.

With GHX Health ConneXion, your organization can begin to take advantage of global supply chain transparency. Based on this neutral, healthcare-

focused platform from GHX, Health ConneXion makes the transition to using standards as seamless as possible, resulting in savings for your organization, and ultimately, improved patient safety.

If you're ready to learn more about GHX's GDSN-certified data pool or any other supply chain solutions contact GHX at 1.800.YOUR.GHX, or via e-mail at support@ghx.com.

GHX[®] Health ConneXion[™]



Building the Strategic Supply Chain

**Manage
Your Data**
with
Health ConneXion

**Automate
Your
Supply Chain**

**Maximize
Supply Chain
Results**

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