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# Building a Solid Foundation for the Digital Hospital

The Case for Best-In-Breed Item  
Master Management with Oracle  
Product Hub Cloud



# Introduction

The healthcare provider operating environment is complicated and swamped with a multitude of disparate systems for managing critical item data. Items can be anything from office supplies to surgical equipment, drugs, syringes, medical devices, replacement parts for those devices, consumables like catheters, bandages, dressings, and tongue depressors. Data that must be easily accessible to all systems, including procurement, supply chain planning, financial, surgical procedure management, surgical robots, and electronic health records, just to name a handful. The best way to do this is to manage the master data centrally, with a proven, scalable, user-friendly, modern platformed, cloud-based, interoperable master data management solution. Birlasoft's recommended solution that checks all of these boxes is Oracle Product Hub Cloud.

## The Value of Unified Item Data Management in Healthcare

The value-based healthcare trend and now the COVID-19 pandemic have increased cost pressures on the healthcare industry, making supply chain efficiency gains a top priority. Without a consolidated view of item data, it is difficult to obtain a comprehensive view of procurement patterns across the enterprise. This results in various inefficiencies, including:

- **Decentralized contracting across corporate entities for the same or similar items**  
A comprehensive and centralized view of items makes it much easier to identify areas where economies of scale can be leveraged to negotiate more favorable purchasing agreements with a single or core group of preferred suppliers.
- **Increased stockouts and excess inventory carrying costs**  
Confusion caused by a multitude of similar items can lead to challenges with inventory management and difficult to identify cost leaks. Inventory planners and procurement professionals are more likely to miss ordering or create multiple orders for items that have different codes but are interchangeable.
- **Errors in usage**  
Possibly the most critical error resulting from confusion caused by multiple sources of truth with respect to items is selecting the wrong item from a list of items that seem virtually identical. This can have serious, if not catastrophic consequences in a surgical or other therapeutic procedure.

Breaking down item data silos enables the enterprise to operate more cohesively, provides the ability to seamlessly share important insights and information, including understanding of which items are the most cost and therapeutically effective, which are key tenets of value-based healthcare metrics affecting reimbursement rates and consequently, revenue and margins. Delivering the highest quality of care consistently across all sites also contributes to higher patient experience levels, which is ever more important in today's consumer-empowered environment.

As the traditional barriers between life science manufacturers and healthcare providers gradually are lowered and data sharing has increased, collaboration has become a necessity for a frictionless and compliant supply chain. Increasingly, the manufacturers are getting better at synchronizing their product data to regulatory databases, like the FDA's GUDID and EUDAMED in the European Union and industry product data brokers like GHX, Symmetric and GS1 standard GDSN data pools. Additionally, having accurate references to Healthcare Common Procedure Codes (HCPCS) plays a key role in enabling timely and appropriate reimbursements for procedures performed. To fully leverage the benefits of this standardized item data from suppliers, healthcare must also have their item data clean, under control and interoperable. This is virtually impossible with item data dispersed across multiple systems, spreadsheets and even paper. A modern cloud-based, enterprise-level item data mastering solution built with strong interoperability in its

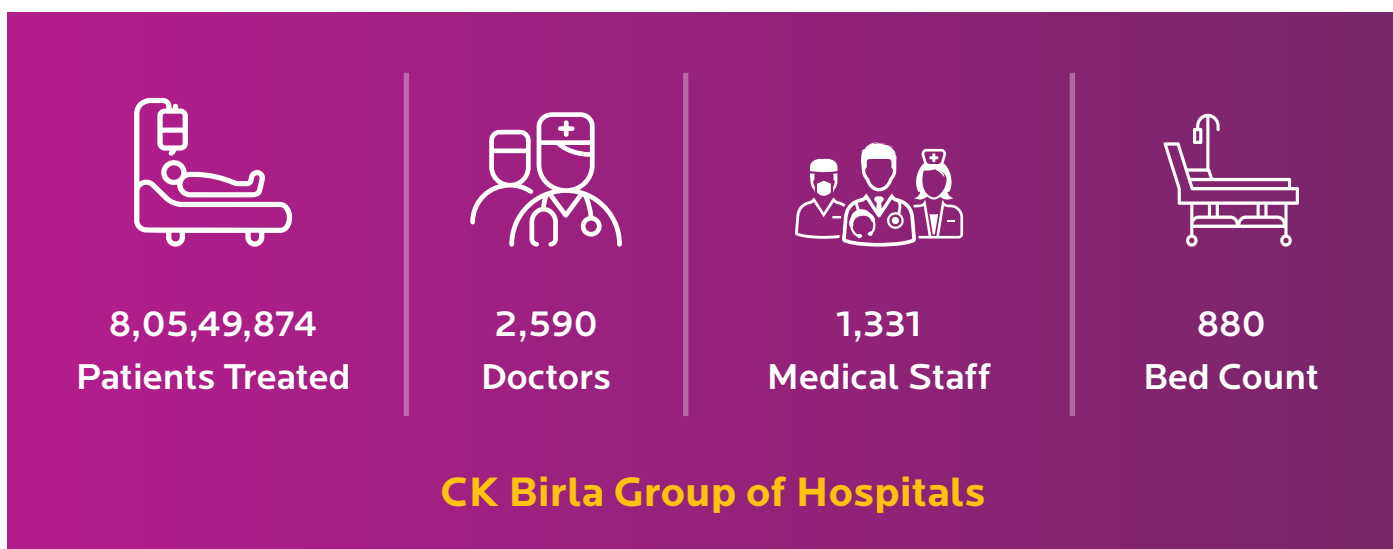
foundation is an imperative for a modern healthcare enterprise.

Today's digitally transformative technologies, like advanced big data and cognitive analytics (e.g. artificial intelligence and machine learning), internet of healthcare things, interoperable electronic health records and robotic surgery tools, rely on the underlying master data that feeds them to be fully digitized, normalized, complete, accurate, universally accessible and secure. An enterprise item master data hub ensures correct information about the equipment used, diagnostics order and medication provided is tied to each patient's EHR. The best way to do this is to manage the master data centrally, with a proven, scalable, user-friendly, interoperable master data management solution.

## How Birlasoft Can Help

### Healthcare is in Our Corporate DNA

Birlasoft is part of the \$2.4B CK Birla Group diversified conglomerate, which includes the CK Birla Group of Hospitals. As such, Birlasoft seamlessly extracts real-life healthcare delivery needs from its sister companies and distills that knowledge with an eye toward where modern digital technologies can improve the quality of the care delivered and business efficiencies.

















CK Birla Hospital group, comprised of its three landmark identities The Calcutta Medical Research Institute (CMRI), BM Birla Heart Research Centre (BMB) and its recent venture Rukmani Birla Hospital (RBH) have set milestones in the healthcare industry. The hospitals are intrinsically bound by three integrated philosophies - Clinical Excellence, Ethics and Patient Centricity. These operational philosophies have been pivotal in making the hospitals grow and serve the patient community. The three units of the CK Birla Hospitals located in Kolkata and Jaipur offer 800 plus beds with comprehensive outpatient and inpatient services. Working with a mission in providing quality healthcare for all, supported by latest technologies and modern infrastructures, the hospitals continue to set new standards of Cure and Care. CK Birla Hospitals continue to expand with a new 80 bed state of art hospital at Gurgaon which includes experts from the NHS, UK and the Operation Theatres, Diagnostics.

Like our clients, the CK Birla Hospitals are also focused on digitizing the healthcare system starting from patient onboarding to diagnostics to surgery and post-surgery experience. Product master plays a vital role in our overall digitalization strategy and customer experience for CK Birla Hospitals.

# Birlasoft is the Master Data Management Expert

Birlasoft is a long-time Oracle Platinum partner and our Master Data Management experts can help you choose and develop the right roadmap. We provide advisory and consulting services to understand your current process challenges, support and enhance your vision, align with industry standard and best practices and suggest the appropriate adoption plan. We also offer implementation services, during which we use a variety of technical and functional accelerators to expedite the solution deployment time as well as to ensure a well-tested, robust solution framework.

<b>Proven Experience</b>						
	Cloud Experts	Global	20+ Years	100+ Projects		
<b>Multi-domain Knowledge</b>						
	Location	Product	Customer	Vendor	Reference	
<b>Multi-Industry Success</b>						
	Life Sciences	BFSI	Energy & Utilities	Manufacturing		
<b>Plug &amp; Play Adaptors</b>	PiXL	UDI	PicoL	Migra	Impacta	OCUST
	iLink	GPR	Daas	Saas BoT		

## Conclusion

The item master can be described as the foundation of a healthcare organization’s strategy to survive and thrive as a digitally empowered enterprise because its content drives not only supply chain processes but a broad range of clinical and financial functions as well. Accurate and updated product/item codes and descriptions and pricing facilitate purchasing accuracy, contract compliance and revenue capture. A credible and functional item master also contributes to better patient care, from enabling accurate and timely orders so that clinicians have the right products when they need them, to documenting detailed product information that can be used to help facilitate recalls.

Birlasoft invests heavily in partnering with our customers to leverage technology as an enabler to drive business innovation and to make the world a better place. Contact us today to start the discussion about how we can help your company’s digital data transformation.

Reference Link <https://www.birlasoft.com/services/digital/data-analytics>

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### Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified The CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 158-year heritage of building sustainable communities.