

## GPO Solutions: Cutting Costs in Healthcare



### Data Mastering

Now GPOs can offer fully automated solutions to the challenges of data mastering. Skip laborious coding. Forget sending out teams of reps to work through product comparisons – free them up to serve and sell.

Introducing **Dataactics**, powerful, easy-to-use software based on fuzzy matching technology. **Dataactics** puts comparable/alternative item matching at your fingertips, dramatically reducing manual labor and increasing revenues by immediate access to accurate and standardized product data.

### Automated Data Matching

A lot of money is spent on MROs like scalpels and bandages etc. These smaller items are very hard to match against negotiated contracts, which is important for volume discounts. **Dataactics** automates bulk item matching saving up to 80% on labor costs, and driving revenue. The automated matching can be used to gain more member hospital business by matching a previous bulk order and showing the immediate savings on items if bought with the bidding GPO. This price matching can even be run from a Sales Reps laptop for on premises results.

### Finding Alternative Items

GPOs typically deal with hundreds of thousands of products.

Their customers, looking for an item, have to find it through parametric search. If the customer can't find the exact item, they need to find an equivalent item.

For example, there are different variations of an item, some of them cost more, and some cost less. If type A is out of stock, too expensive or unavailable, **Dataactics** software will automatically offer suitable alternative items to the customer. This alternative offering feature creates a higher quality customer experience, captures more sales more easily, and therefore increases revenues and margins, automatically.

#### Cost Saving Solutions:

Automated Data Matching, reducing manual labor.  
Standardized Information, to use the most cost effective techniques.  
Healthcare Patient Record Information in real time reduces manual labor.

#### Revenue Generation Solutions:

Product and Supplier Integration bringing product to market quicker.  
Matching and Finding Alternative Items for customers.

#### UK Headquarters

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## Product and Supplier Integration

It can take up to 4 weeks to roll out a new product, in large part due to the difficulties of exchanging and updating new item information in buyer and seller systems.

One of the quickest ways to increase revenue is to integrate suppliers and products more quickly and accurately into online product catalogs. Dataactics cleanses and standardizes product and supplier information which is then loaded at speed into product catalogs, even if data comes from various sources. This speeds time to market, generating revenue.

**Dataactics** identifies and extracts usable information by parsing unstructured data and standardizing information such as units of measure. It will also deduplicate, merge and fill in missing fields once the data is consistent.

Table 1 Before Cleansing

Manufacturer	Product	Code	Description	Size	Colour	Qty	Price
	VIEWSONIC MONITOR	M420386	GREY 508MM 70KHZ TFT 1280x1024			4	450.00
	MONITOR	M420386	70KHZ TFT 1280x1024	20IN		4	450.00
VIEWSONIC	MONITOR	M420386	70KHZ TFT 1280x1024	20IN	GRAY	4	450.00
SONY	MONITORS		S154-09 1660 x 900 22"		BLCK	7	595.00
LG	LG MONITOR	W22445-PF	1600 x 900 RES	24IN	BLACK	5	499.99

Table 2 After Cleansing

Manufacturer	Product	Code	Description	Size	Colour	Qty	Price
VIEWSONIC	MONITOR	M420386	70KHZ TFT 1280x1024	20IN	GRAY	12	450.00
SONY	MONITOR	S154-09	1600 x 900 RES	22IN	BLACK	7	595.00
LG	MONITOR	W22445-PF	1600 x 900 RES	24IN	BLACK	5	499.99

## Healthcare Patient Records

Patient records are often in unstructured long form text which means it is difficult to extract specific information from them for health and safety or staff instruction purposes.

For example, accident reports are recorded in unstructured long form text. For health and safety records and analysis purposes patients' details need to be kept anonymous. The free text nature of the data and the large number of sources from which the data is gathered, presents difficulty in identifying patterns within the data to assist the tagging and anonymity process. Dataactics extracts specific information from unstructured records which is then fit for analysis by the data user.

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