Cook Medical: Sharing item data benefits our customers and our sales.

An advocate for providing enriched item data to hospitals at the point-of-sale, Cook Medical is also a leading adopter of GS1 Healthcare data standards. The Indiana-based manufacturer of medical devices, biologic materials and cellular therapies, advises other manufacturers to follow its lead.

"Poor data costs the industry a lot of money. As manufacturers, we have a responsibility to share enriched item content with providers, thereby giving them more consumable data that will ultimately make healthcare more cost-effective," said David Reed, Vice President, Operations and Healthcare Business Solutions at Cook Medical. *"Sharing item data is not only good for healthcare, it's good for our business."*

Find a way to ease the burden.

Cook Medical partnered with Prodigo Solutions to simplify the data standards implementation process. Prodigo's Content Enrichment Program gives manufacturers one point of contact to distribute enriched, non-price item attribute content to multiple health systems.

"We're managing a lot of complex information. The Prodigo platform allows us to be more efficient in communicating and maintaining our item content, getting the information to all of our customers at once; instead of doing it ourselves one-by-one," says Reed. *"Most importantly, Prodigo is helping us improve requestor search efficacy and quality, improving the point-of-sale experience for our customers."*

Everyone wins.

Manufacturer benefits:

- *Maximize sales volume.* Ensure customers find your items before those of your competitors.
- *Increase customer satisfaction.* Improve your customers' perception of your products from the very beginning of their purchasing experience.
- *Improve supply chain efficiency and demand management.* Decrease product return volume and frustrated customers.

Provider benefits:

- *Assurance.* Providers need to know they've purchased the right product for the right application. They also get to see attributes that cannot be stored in ERP or MMIS systems.
- *Simplicity.* Clear and concise product descriptions improve the point-of-sale experience and makes purchasing the right products easier.
- *Ease.* Prodigo Solutions' system takes the obligation of data storage and display off of providers' shoulders.

Get started.

Prodigo's method of collecting item data from manufacturers is extraordinarily flexible, allowing the content to be easily shared via email, flat file, or GDSN. A Prodigo Solutions representative is available to facilitate your content integration. The process is simple, and free.

TAKE CONTROL. DRIVE EFFICIENCY.