

# Hetero Leverages 1WorldSync and GS1 Standards to Increase Traceability & Enhance Patient Safety

See how the global pharmaceutical leader improved its end-to-end supply chain visibility and efficiency as part of the GHSC-PSM project.



For multinational pharmaceutical company Hetero Labs Ltd, supply chain operations are a critical component of achieving its mission to make affordable medicines accessible to patients worldwide.

The Hyderabad, India-based company's global footprint, which spans 126 countries and 36 manufacturing facilities, necessitates a complex, focused approach to logistics. And for good reason. Healthcare supply chains face steep challenges in the areas of product traceability and data consistency that, if left unaddressed, can negatively impact health outcomes of patient populations.

A primary cause of these challenges is rooted in the exchange of master product data. Historically, suppliers and data recipients in the healthcare industry were left without an established and globally agreed upon standard for master product data format and exchange.

Fortunately, such a standard exists, and the global healthcare industry is taking notice.

**GS1 standards and the Global Data Synchronization Network (GDSN)** were designed to help organizations like Hetero address health commodity identification and traceability, enabling reliable and timely exchange among healthcare suppliers like Hetero and their trading partners.

Hetero turned to 1WorldSync, the world's largest GDSN data pool and leading global product content platform, to allow it to provide data to a major customer, the USAID Global Health Supply Chain - Procurement and Supply Management (GHSC-PSM) project. Through its participation, Hetero joined hundreds of other suppliers in this vital initiative.

## Benefits of GDSN for Healthcare

- Exchange timely, accurate pharmaceutical product information & enable UDI (Unique Device Identification)
- Increase traceability & reduce counterfeiting
- Receive access to localized implementation & education resources for easy adoption



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Tarang Verma  
Hetero Labs Ltd.





Photo courtesy of: GHSC-PSM/Farmhouse

## Why GDSN and 1WorldSync?

Hetero's adoption of GS1, which began in 2011 and accelerated with GHSC-PSM's adoption of the GDSN in 2017, delivers many benefits. Tarang Verma, international marketing manager at Hetero, explains that the standards created transparency in their supply chain, offered protection against counterfeiting, increased traceability, and ultimately enhanced patient safety.

"Through adoption of GS1 standards, we were able to share data that was complete, consistent and compliant with regulations," said Verma. "Additionally, the GDSN has resulted in significant time savings, which led to increased efficiency and visibility of our end-to-end supply chain."

Verma also noted that Hetero's partnership with 1WorldSync enabled the company to eliminate disparate data sources by creating one master data record. The company was also able to achieve greater efficiencies by leveraging 1WorldSync's world-class support and GDSN implementation experts.

"We thoroughly enjoy working with 1WorldSync," said Verma. "The team is very supportive and eager to assist us with any queries we have while publishing data. Their timely responses helped us achieve specific milestones set by the GHSC-PSM project."

According to Rachel Smith, global standards technical specialist for GHSC-PSM, 1WorldSync was chosen by USAID for its ability to go above and beyond for its network of suppliers:

*"Our partnership with 1WorldSync isn't just about data pool services and the transmission of data back and forth; it's a relationship around everything to do with the success of the GDSN. The level of community engagement they've provided has been really key, especially given that many of the organizations we work with are new to the GDSN at the beginning of this process."*

### GHSC-PSM & 1WorldSync Supplier Engagement Program

GHSC-PSM enhances the health care experience through transformative supply chain solutions

The project is supported with funding from the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), the U.S. President's Malaria Initiative (PMI), USAID's family planning and reproductive health (FP/RH) program, and USAID's maternal and child health (MCH) program.

1WorldSync, the world's largest GDSN data pool, partners with the GHSC-PSM to facilitate their product master data project

With 75 suppliers onboarded and counting, the partnership helps suppliers save substantial time and increase traceability—a critical component of improving patient and health safety

## Getting a Head Start on GS1 Adoption

Hetero believes the steady adoption of GS1 Standards by additional data recipients will continue to increase their return on investment and exponentially improve efficiency and quality across the global supply chain.

To peers in the healthcare sector considering GS1 adoption, Verma encourages organizations to be proactive. "The process might seem a little challenging initially, but once understood, it will provide long term benefits and security," she said.

*"We all should make efforts to implement GS1 & GDSN as early as possible, as it is ultimately for the greater good of the patient community."*

### Advice to health care organizations considering adoption

1. Invest time and effort in the initial analysis phase and thoroughly review applicable requirements
2. Arrange internal training for the teams responsible for implementation and ongoing data management
3. Think of GS1 as an "End-to-End process" & don't cut corners (including on equipment selection like scanning devices)
4. Engage with experienced partners who are well aligned with the requirements and their application

### About Hetero Labs Ltd.

Hetero is a globally renowned vertically integrated pharmaceutical player engaged in research and development, manufacturing, and marketing of high-quality chemical and biologic medicines across diverse therapeutic areas. Backed by 27+ years of expertise in the pharmaceutical industry, Hetero's strategic business areas spread across APIs, Global Generics, Biosimilars and Custom Pharmaceutical Services. The company is among the largest producers of Active Pharmaceutical Ingredients (APIs) in the world.

### Get Started with IWorldSync & GHSC-PSM

Interested healthcare suppliers can access helpful information and documentation about GHSC-PSM's partnership with IWorldSync by visiting [here](#)