HIGPA / CHeS
GLN Uptake Plan Campaign: "It Just Takes One": One GLN to be "ready"…and one GLN to transact business!

PURPOSE: Thoughtfully attack the perception: "It's too difficult, and we don't have the resources to implement a GLN."

RATIONALE: Providers have lost sight of the compelling benefits of validating their GLN locations and hierarchy. Current inaccuracies in identifying facilities result in lost shipments, unknown facility ownership and relationships, incorrect product pricing and **Lost Sales Reporting and Rebates**. Even if a facility is not currently able to transact electronically, validation alone is critical to the success of the standards initiative. Furthermore, once a GLN has been validated, many facilities could be ready to transact with resources already available to them now.

OBJECTIVE: To dramatically increase the number of hospitals 1) reporting "readiness" by having "checked the box" that communicates that their facilities and hierarchy of GLNs are valid, and 2) are a now able to transact business with "just one" GLN. Note: To date, 500 individual provider entities (out of 250,000) have declared "readiness" on the GLN Readiness Scorecard. Our goal would be to double this number. Our initial efforts will focus on GLN validation. Once done, we will move the provider to transact, either utilizing its own MMIS or through GHX.

ACTION ITEM: A pledge by the HIGPA Board and individual GPOs to support this effort is key to the success of increasing hospital participation in this important private sector supply chain improvement campaign.

Campaign launch will assist GPO member/client hospitals with:

- Attracting media attention on this important supply chain improvement issue
- A Webinar outlining campaign, resources and demonstrating "how to"
- E-mail and links to GLN Registry
- GPO-sponsored regional and/or on-line workshops providing guide to 1-2-3 steps necessary to validate GLN and complete the Readiness Scorecard
- A process for one-on-one customer service calls to provide assistance and meet objective

1) **Launch: Coordinated GPO Challenge to Providers**

   a) Model press release

   b) Common media materials (including talking points, one-pagers and FAQs)

   c) List of "To Do's" for each "Parent" GPO

   d) Each GPO would target 100 facilities for outreach

   e) Public Webinar would announce GPO Campaign, and explain process of GLN Validation and Scorecards.

f) 1-on1 Webinars with individual providers would follow press release to promote the campaign – participants would include GPOs, hospitals, distributors, others. The webinar would: 1) highlight the large benefit to the industry to have significant growth in the number of validated Provider GLNs, 2) speak to purpose by attacking the "it's too difficult, not enough resources" perception, 3) identify resources, regional workshops, online workshop materials, and 4) walk through the 1-2-3 steps that are required to validate GLN and complete the Readiness Scorecard.

2) **GPO Outreach**

a) One-on-One teleconference / webinars will be scheduled / targeted at simple systems that may not be ready for transactions, but can still validate accuracy of GLNs. Once a GLN is validated, the GPO will provide how-to guidance so that system can transact with that GLN ("it just takes one").

b) Model email will introduce hospitals to the campaign, the available resources, and the launch of the webinar. This is a "get out the vote" type campaign. The email will also serve as an initial request to schedule an appointment for the GPO phone call. It will be important to make sure the person scheduled for the phone call can make the decision to do it immediately.

c) Scripts (talking points) will anticipate barriers and other questions. Scripts will specifically answer: "What do I have to do?" and "How do I do it?" (see detailed process below)

d) Caller will offer: 1) to help validate one or more GLNs now, 2) engage in how-to guidance to transact with that GLN, or 3) make sure hospital knows what steps need to be taken and point to online or regional workshops.

e) Caller will provide the GS1 Readiness Scorecard for completion and signature by the facility.

f) Caller will follow-up with hospital after 14 days.

3) **Outreach Call Process**

The goals of the outreach calls are to 1) Validate accuracy of one GLN data in Registry so that Provider can transact with that GLN with one trading partner; 2) Validate more GLNs as accurate; and 3) Confirming "readiness" on scorecard.

a) GPO reaches out to their contact at Hospital (typically Material Manager)

b) GPO schedules a Web-Ex call with Provider (1 call per parent system provider).

c) **Prior to call**, GPO exports and sends GLN data and hierarchy to Provider for pre-review and corrections.   Request Provider to identify one GLN with which to transact.

d) **Prior to call**, Provider determines who in organization will need to review and approve information and who needs to participate on call.

e) GPO and Provider meet on Web-Ex, Go-To-Meeting call.

f) With GPO as Editor/Approver, GPO and Provider review and edit GLN data in the Registry during webinar for the one GLN with which to transact.

g) Discuss current Hierarchy and define Ship-to, Bill-to and parent locations for Provider. Determine feasibility for validation of entire Hierarchy, and arrange for follow-up if needed.

h) Self Reported Readiness Scorecard: GPO walks through questions with Provider to assist with obtaining as much information as possible. This includes identification of steps necessary to accomplish in order to be ready to "transmit GLN in a purchase order".

i) Scorecard is filled out during or shortly after the call.

j) GPO checks the "Ready Now (Validation)" box on Provider's behalf.

k) Make plans for the Provider to assume the Editor or Approver role. Identify upcoming Registry training webinars; obtain login/password for designated individuals within Provider organization.

l) Readiness Scorecard is submitted to GS1 (sent via email to GS1).

4) Regional Workshops

a) Objective of Regional workshop is to define complete implementation process, including declaring readiness / validation of GLN numbers and Hierarchy, and also including defining the process for utilizing GLNs in EDI transactions. These workshops are targeted at more complex systems who want to transact with GLNs.

b) Regional workshops would use materials and content, modeled on those developed by SMI.

c) GPO's would utilize existing local meeting venues to conduct regional workshops.

d) Speakers and topics can be recruited from all active participants in the GS1 workgroups and leadership team members: Manufacturers, Distributors, Solution Providers, other providers, and GPO experts.

e) Workshop entry point will capture contact information so that someone can make a follow-up phone call to confirm that GLN is validated and that GS1 Readiness Scorecard is complete.

5) Follow up Efforts

a) Parent GPO contact follow-up with regional and online workshop participants.

b) GPOs would report responses to GS1 and HIGPA staff.

c) Staff will: 1) track response/success with periodic summaries, metrics, and 2) monitor GS1 System Readiness Scorecard to verify uptake.