



The **Clinical Traceability Solution Buyer's Guide**



No single function is riper with potential than the clinical supply chain. Involved in 80 percent of hospital revenue, 20 percent of costs, and 100 percent of patient engagements, the clinical supply chain is integral to hospital system success. Still, for most hospital systems, the supply chain remains a static function focused on procurement and delivery—and devoid of actionable data.

Meanwhile, other sectors of the economy continue to experience supply chain transformation, with the ability to harness data to measure utilization, optimize resource allocation, and predict demand. Isn't it time the clinical environment does the same?

The key to unlocking the full value represented by the clinical supply chain is making the shift from a clinical inventory mindset, which focuses on keeping product on the shelf, to a clinical traceability mindset, which focuses on understanding and managing care-critical supplies as they move throughout the The Clinical Supply Lifecycle™.

But what sets a clinical traceability solution apart from a standard inventory management technology? And, as one of the hospital's key decision makers, how can you identify the right clinical traceability solution to rapidly realize value? In this buyer's guide, we'll answer these essential questions and others. Let's get started.

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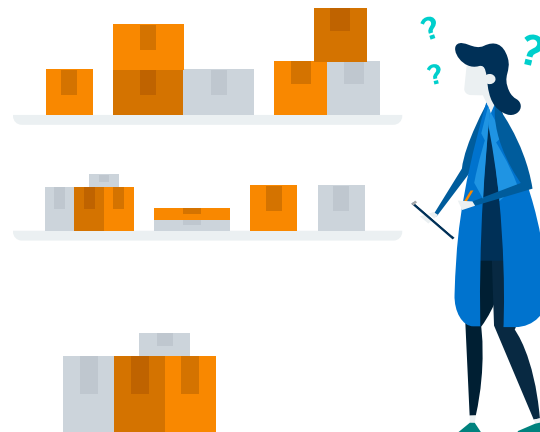
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Achieve Complete Clinical Traceability with Genesis

What is clinical traceability?

Before we can define what clinical traceability is, it is important to define what it is not. Clinical traceability is not clinical inventory management, which refers to the traditional function of procuring a variety of supplies throughout the hospital system and delivering them to the clinical environment. In this mindset, the supply chain's role ends with the delivery of supplies to storage throughout the hospital system, irrespective the hospital's larger clinical and financial realities.

Conversely, clinical traceability refers to the **dynamic, data-driven practice of measuring and optimizing the management of care-critical supplies as they move through The Clinical Supply Lifecycle™**. In this mindset, the supply chain is inseparable from the hospital's clinical and financial realities. Because of this, the supply chain doesn't end with delivery of supplies. It extends from the supplier, to the warehouse, to the clinical environment, and into the patient journey.



CLINICAL INVENTORY

Refers to the traditional function of procuring a variety of supplies throughout the hospital system and delivering them to the clinical environment.

- ⊖ Focused on **supplies**.
- ⊖ Engages in **repeated cycles of procurement and delivery**.
- ⊖ Ends with the **delivery of supplies to storage throughout the hospital system**.
- ⊖ **Is isolated from larger clinical and financial realities** of the hospital system.



CLINICAL TRACEABILITY

Refers to the dynamic, data-driven practice of measuring and optimizing the management of care-critical supplies as they move through The Clinical Supply Lifecycle™.

- ✓ Focused on **driving value, both financial and clinical**.
- ✓ Engages in **dynamic demand planning based on utilization and cost**.
- ✓ **Extends from the supplier, to the warehouse, into the clinical environment**, and well beyond.
- ✓ **Is tightly integrated with both clinical and financial realities** of the hospital system.



Why does clinical traceability matter?

It is important to note that traceability, as a concept, is not new. Traceability has been instrumental in transforming the management of products and components in other sectors—from food and beverage to fast-moving consumer goods, automotive, pharmaceuticals, and more. The transformative impact of traceability goes beyond providing the visibility needed to optimize supply chain practices—though it certainly does that. It also has sweeping implications for quality control, recall management, and risk mitigation.

Similarly, clinical traceability underpins a hospital system's ability to understand its utilization, eliminate its waste, improve the quality of the care it delivers, and protect its patients. It is among the most powerful tools available to today's hospital decision makers, who strongly affirm the need for data-driven supply chain approaches. According to a recent survey, **98 percent confirm that a smart, data-driven supply chain traceability solution would positively impact costs.** Unfortunately, **18 percent do not analyze their supply chain at all.'**

Now that we've defined clinical traceability, let's take a closer look at its benefits for hospital systems and IDNs like yours.

How can clinical traceability help *your* hospital system or IDN?

The ultimate advantage of clinical traceability is its ability to rapidly drive substantial financial return for the hospital system, but its value doesn't end there. It is also integral to satisfying and retaining skilled clinical talent, protecting patients, and enabling the delivery of higher quality care. Following are some of the primary benefits of clinical traceability.



Systematically reduce costs.

It is estimated that **\$25.7 billion of hospital supply chain spending is considered unnecessary and, therefore, avoidable.**² Even for a single hospital, unnecessary supply chain spend can add up to millions of dollars. What constitutes spend that is unnecessary? Unnecessary supply chain spend can be attributed to supplies that expire on the shelf, unnecessary or excessive usage at the point of care, or exorbitant costs that could have been reduced through better negotiations or value-driven supply standardization. **By quantifying utilization and the true cost of care, clinical traceability lays the groundwork for significant, systematic cost reduction.**



Realize revenue you've been missing.

If you recently implemented an EHR, you might be familiar with the resulting revenue drop-off that many hospitals report. For some, this **negative revenue impact could be as high as 30 percent**, which is due to poor charge capture in the wake of an EHR implementation.³ When a billable event occurs, the longer it takes to capture charges, the less likely it is they will ever be properly recorded, submitted, and reimbursed. Unfortunately, **35 percent say it currently takes them between three and seven days to capture charges.**⁴ **By providing complete and instantaneous charge capture at the point of care, clinical traceability recovers all of the revenue you have been missing.**





Eliminate wastage and shortage.

When it comes to care-critical supplies, there's often too much on the shelf or not nearly enough. Some hospital systems have been known to keep **200 percent buffer stock of supplies**, most of which goes unused.⁵ Many clinical supplies and consumables have stringent expiration dates, which leads to even more waste as expired supplies are discarded. On the other end of the spectrum, patients continue to be turned away because clinicians do not have the supplies they need. **57 percent of hospital staff recall a time when a physician didn't have a product required for a procedure.**⁶ Shortage is perhaps even more costly than waste as it negatively impacts revenue, patient satisfaction, and, most importantly, patient health. **By measuring utilization across care settings and specialties, clinical traceability enables predictive demand planning and data-driven resource optimization.**



Save clinician time. Boost clinician satisfaction.

Because most hospital supply chains do not extend into the clinical environment, clinicians and nurses spend a disproportionate amount of time on manual supply chain related tasks. As of 2016, some **78 percent of hospital systems were still manually counting their inventory.**⁷ Meanwhile, **clinicians and nurses report spending 1 of every 5 minutes on supply-chain related functions.**⁸ **By bringing automation to the point of care, clinical traceability gets clinicians out of supply chain management and frees up additional time to be spent with patients.**



Protect patients and improve outcomes.

It's hard to imagine that an expired or recalled product would be used in the hospital environment, but it happens more than you might think. In fact, **24 percent of hospital staff have seen or heard about a recalled or expired product being used on a patient.**⁹ In addition to enabling hospitals to proactively manage expiries and recalls to prevent never events, clinical traceability also provides the data needed to better understand the relationship between supply usage and patient outcomes.



BONUS: Maximize value from your existing IT investments.

Clinical traceability bridges a vital value gap between the supply chain's ERP and the clinical environment's EHR. In doing so, it also enables hospital systems and IDNs to quickly get even more value out of their existing IT investments.

The right clinical traceability solution can be transformative, but not all solutions are created equal. Next, we'll define seven essential criteria to identify the right value-driven clinical traceability solution for your hospital system or IDN.

What makes a great clinical traceability solution?

Clinical traceability is the ultimate value-driver for the hospital system's P&L, its clinical staff, and its patients. But identifying a solution that is capable of true clinical traceability and not just procurement is sometimes easier said than done. In the following pages, we'll define seven characteristics to guide your search for a value-driven clinical traceability solution. Make sure to look for the Genesis logo on each page to learn about the unique value we bring to the table.



Designed (and preferably co-developed) for clinical demands.

From living inventory to strict expiries, unique regulatory realities, and time-constrained workflows, the clinical environment has no shortage of specialized characteristics. These characteristics simply cannot be addressed by a generic, cross-sector traceability solution. They can only be addressed by a solution that has been built for the real needs of the clinical environment.

In particular, it is critical to look for a clinical traceability solution that has been shaped by cross-functional input from clinicians, materials managers, hospital system executives, and leading suppliers. A solution that has been co-developed will deliver capabilities that are tightly aligned with the clinical supply chain's requirements and workflows, and not merely

retrofitted for the hospital environment. In addition, a solution that has been designed for healthcare setting from the very start will have a unique understanding of the stringent privacy requirements surrounding patient and health system data.



Why Genesis? Genesis was co-developed by the NHS and the world's largest orthopedic suppliers, Stryker and DePuy, to solve the unique clinical traceability challenges today's hospital systems face. Today, our platform continues to evolve in close partnership with our hospital system clients all over the world.





Addresses the diverse nature of clinical inventory.

The diversity of inventory found inside the hospital system is unlike that found in any other sector—from low-cost consumables to high-cost implants, personal protective equipment, complex medical devices, consigned inventory, and even living tissue. Each care-critical item has its own set of characteristics that must be accounted for—from shelf life to storage conditions, approved usage, and more.

A clinical traceability solution must be able to accommodate the nuances of the hospital system's many unique inventoried types in one, central interface that provides complete visibility and control. In particular, it is vital to identify a solution that includes specialized capabilities for highly regulated inventories like implants and living tissue, as well as the consigned product that is so often found in the healthcare environment.

Consigned items are overstocked by more than **50 PERCENT** compared to items that are purchased.¹⁰



Why Genesis? Genesis Inventory is capable of tracking and optimizing the full diversity of care-critical supplies, including consigned inventory. In addition, Genesis delivers a best-in-class module for tissue tracking as well as a module focused on the management of personal protective equipment.

genesis
INVENTORY

genesis
TISSUE

genesis
PROTECT



Spans the entire Clinical Supply Lifecycle™, all the way to the patient bedside.

In the lion's share of hospital systems, the supply chain function begins in the warehouse and stops in the supply closet, leaving a critical gap in visibility and control when it comes to the clinical environment. Without a comprehensive solution that extends into the clinical environment, hospitals are unable to effectively collect the utilization data needed to accurately capture charges, predict demand, optimize the use of resources, and shape corporate standards.

True clinical traceability must begin at the supplier, providing hospital systems and IDNs insight into item availability and anticipated turnaround time so they can align procurement patterns with utilization across sites and service lines. Furthermore, true clinical traceability does not end in the supply closet. Instead, it solves the last mile of the clinical supply chain by extending into the clinical environment and becoming part of the patient journey. Then, and only then, can hospitals gain the insights they need to transform supply chain management into a value-driving function.

Redefining the start point and endpoint of the traditional clinical supply chain empowers providers to answer questions like, "Which supplies are approaching expiration?," "Where are they most likely to be used?," "Which supplies are delivering the greatest value?," "Which supplies were used in specific procedures or patient populations?," and more, which all marry insights from different stages of the supply chain to inform data-driven decisions.



Why Genesis? Genesis provides complete clinical traceability from the supplier, to the patient bedside, and beyond. By viewing clinical traceability as a journey that continues throughout The Clinical Supply Lifecycle™, we empower our clients to make informed, value-driving decisions about how they order, use, store, manage, and bill for care-critical supplies.



M Bridges the great divide between existing IT systems.

The majority of hospital systems have two primary enterprise platforms: the ERP, which lives in the warehouse, and the EHR, which lives in the clinical environment. While the ERP plays an integral role in optimizing the hospital as a business, the EHR stewards essential clinical data. Unfortunately, a significant gap exists between these two systems when it comes to forming a clinically integrated supply chain. That's where clinical traceability comes in.

The clinical traceability solution plays an integral role in bridging the gap between the hospital's EHR and ERP. It must be capable of establishing interoperability quickly and transmitting data bidirectionally between both systems for contextual and action-ready insights. Look for a solution that offers an agile implementation approach, open APIs, and a skilled services group to rapidly close the value gap.

\$30 BILLION per year could be saved for the U.S. healthcare system through effective use of interoperability."



Why Genesis? By efficiently establishing complete visibility and working seamlessly alongside the hospital system's largest enterprise systems, Genesis fills a critical gap in the clinical technology landscape. We combine our clinical traceability insights with critical data from your catalog, EHR, finance, and ERP systems to change the way you manage and make decisions about your care-critical supplies.





Works as a natural extension of end-users and existing workflows.

Many technology users within the hospital system, particularly clinical users, groan at the thought of learning another system—and understandably so. Many of the systems the hospital utilizes each day add to, rather than alleviate, clinical burden. The usability threshold for a new solution is at an all-time high. It's not enough for a solution to be somewhat intuitive. Instead, it has to be truly instinctive. An instinctive solution functions as a natural extension of end users, saves them time and effort, and requires little-to-no training at all.

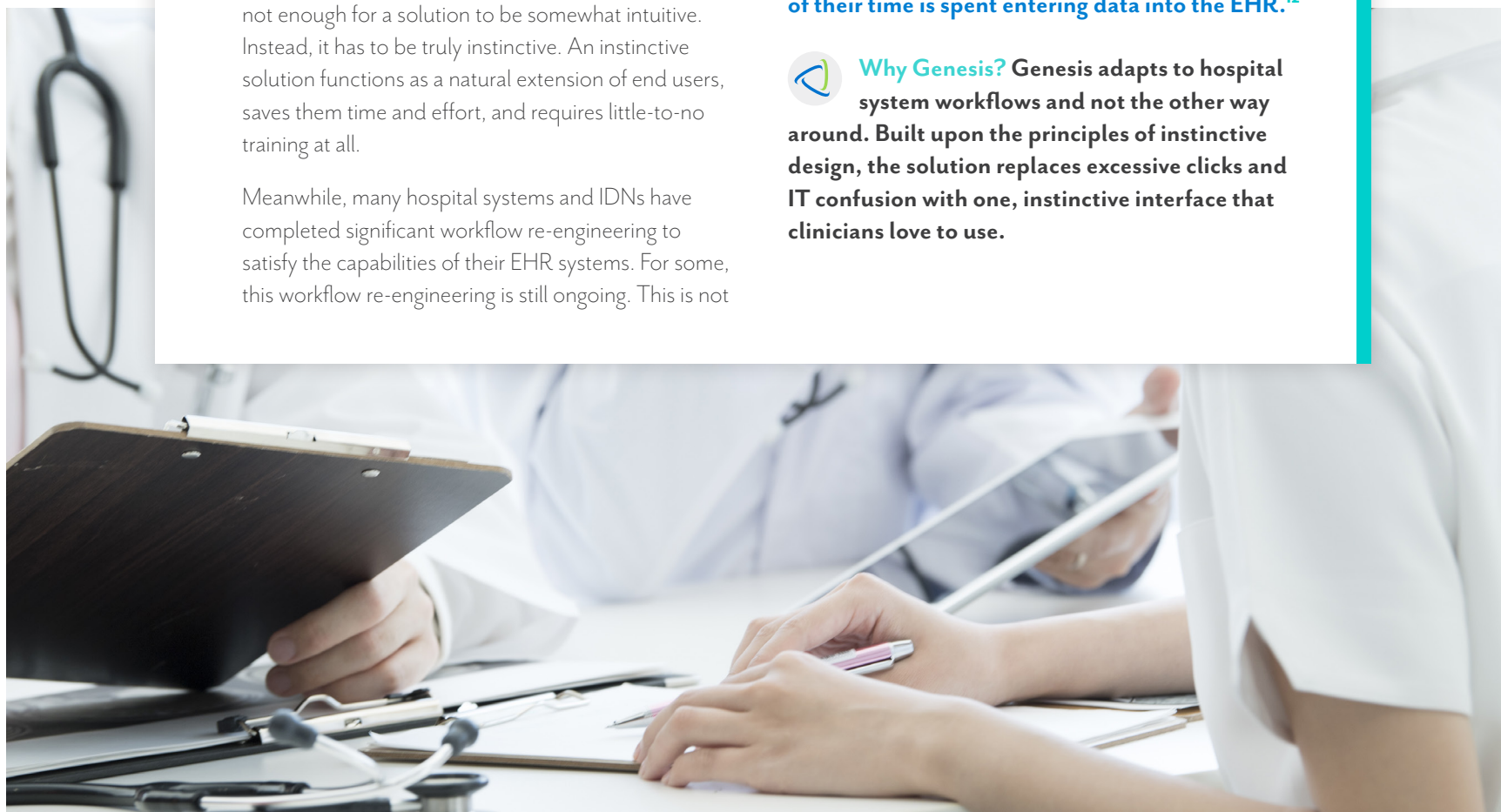
Meanwhile, many hospital systems and IDNs have completed significant workflow re-engineering to satisfy the capabilities of their EHR systems. For some, this workflow re-engineering is still ongoing. This is not

the way technology should work; in fact, it is quite the opposite. To realize the true promise and value of clinical traceability, a solution should work the way a hospital system needs it to—not the other way around.

Some providers report that 62 PERCENT of their time is spent entering data into the EHR.¹²



Why Genesis? Genesis adapts to hospital system workflows and not the other way around. Built upon the principles of instinctive design, the solution replaces excessive clicks and IT confusion with one, instinctive interface that clinicians love to use.





Offers actionable KPIs you were previously missing.


In sectors like fast-moving consumer goods, data is the lifeblood of the supply chain. And yet, most hospital systems and IDNs lack concrete knowledge of what care-critical supplies were used where, when, how, and for whom. Answering these questions should not be a luxury—it should be a universal aspect of each and every hospital system's supply chain.

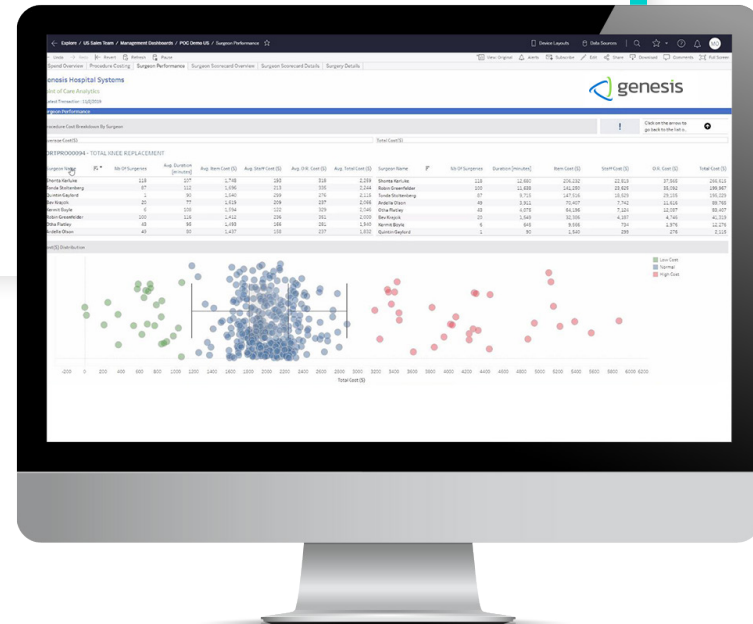
By setting a foundation of comprehensive, timely, and standardized utilization data, the clinical traceability solution empowers hospital systems and IDNs to dynamically define and calculate KPIs like utilization by procedure, clinician, and service line; products expired or reaching expiration; cost per procedure; procedure duration; out of norm usage patterns; and more.

But it's not enough to measure these KPIs. The right clinical traceability solution must make them usable for financial, operational, and clinical stakeholders by delivering useful reports, interactive dashboards, and data visualizations. Equipped with these tools, decision-makers are fully empowered to continually maximize value.

Nearly **50 PERCENT** of hospitals are still using manual processes like spreadsheets to manage supply chain data.¹³



 **Why Genesis?** Genesis replaces guesswork and siloed information with complete, standardized clinical traceability data spanning all of a hospital system or IDN's sites and service lines. Genesis Analytics transforms information into action by connecting users across financial, operational, and clinical functions with the information they need to make decisions that really move the needle.





Delivers value you can measure.

Many IT solutions promise soft benefits, but few can translate those benefits into a compelling and concrete ROI. The ideal clinical traceability solution should be able to demonstrate and validate its ability to affect every part of the revenue cycle while improving key metrics associated with patient safety and satisfaction. Its value should be compelling, and it should be measurable.

Look for a clinical traceability solution that has a strong, proven history of delivering on its promises, including quantitative examples of customer as well as qualitative testimonials from real decision makers like you.



Why Genesis? Genesis is unrivaled in its ability to deliver a rapid and substantial ROI for hospital systems and IDNs. If you are interested in quantifying our solution's potential value for your organization, reach out to the Genesis team for a custom ROI analysis today.

REQUEST A CUSTOM ROI ANALYSIS



Achieve complete clinical traceability with Genesis.

Genesis manages the movement of care-critical supplies throughout The Clinical Supply Lifecycle™, from the supplier, to the warehouse, the point of care, and, ultimately, the patient journey. Co-developed by leading providers and suppliers, Genesis was created to solve the hospital's most pressing supply chain challenges through complete clinical traceability—including charge capture, recall management, predictive demand planning, performance measurement, and more.

As a proven partner to hospital systems and IDNs, Genesis is run by supply chain and healthcare leaders who understand the unique needs and requirements of the clinical setting. We know the view from your side of the table and are committed to delivering pragmatic solutions that fit right into your reality.



genesis POINT OF CARE

Free up caregivers to spend more time with patients while ensuring the supply chain is tightly integrated with clinical realities.

genesis INVENTORY

Transform inventory management from a procurement function to a pillar of value realization.

genesis ASSET

Achieve real-time visibility and gain control of care-critical equipment.

genesis TISSUE

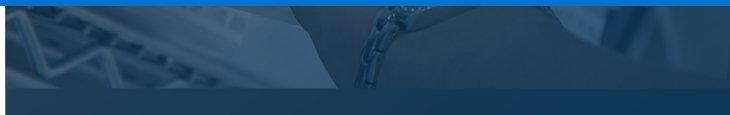
Manage the movement of living supplies throughout the entire chain of custody.

genesis ANALYTICS

Access the insights you need to improve patient safety, operational efficiency, and financial margin.

genesis PROTECT

Ensure your valued clinical staff is protected by managing personal protective equipment in a data-driven way.



Our Value

Genesis' value is not hypothetical, it is proven. Our widespread track record of success in the UK and growing success in the U.S. has earned us the trust of some of the world's most forward-thinking hospital systems. **But don't take our word for it. We like to let the numbers and our customers do the talking:**

WHAT THE NUMBERS SAY



38% Reduction
in Stock on Shelf



4,000 Hours
of Nurse Time Freed for Patient Care




25% Savings
through Order Consolidation

What Our Customers Say

“Knowledge is power. [Genesis] provides us with a level of data and insight that can be used to better challenge clinical practice and variation, helping us to reduce inefficiencies and improve patient experience and outcomes. More importantly, it ultimately helps to safeguard our patients from avoidable harm. In the event of a product recall, we can now easily and quickly track an affected product to the right patient.”

—Tim Wells, Cardiologist



Bring complete clinical traceability to your hospital system.

Visit genesisahc.com today.

North America

First Central Tower
360 Central Avenue, Ste 800
St. Petersburg, FL 33701
+1 727 800 8135

United Kingdom

Saxon Business Park
Hanbury Road, Stoke Prior
Bromsgrove, B60 4AD, UK
+44 1527 958 030

Ireland

5200 Avenue 5000
Cork Airport Business Park
Cork, T12 FDN3, IRL
+353 21 234 9650

