



Healthcare
Conference
2025

Building the data infrastructure for Medical Technology

David Lawson

Medical technology and innovation director
Department of Health and Social Care

#bettercarecostsless





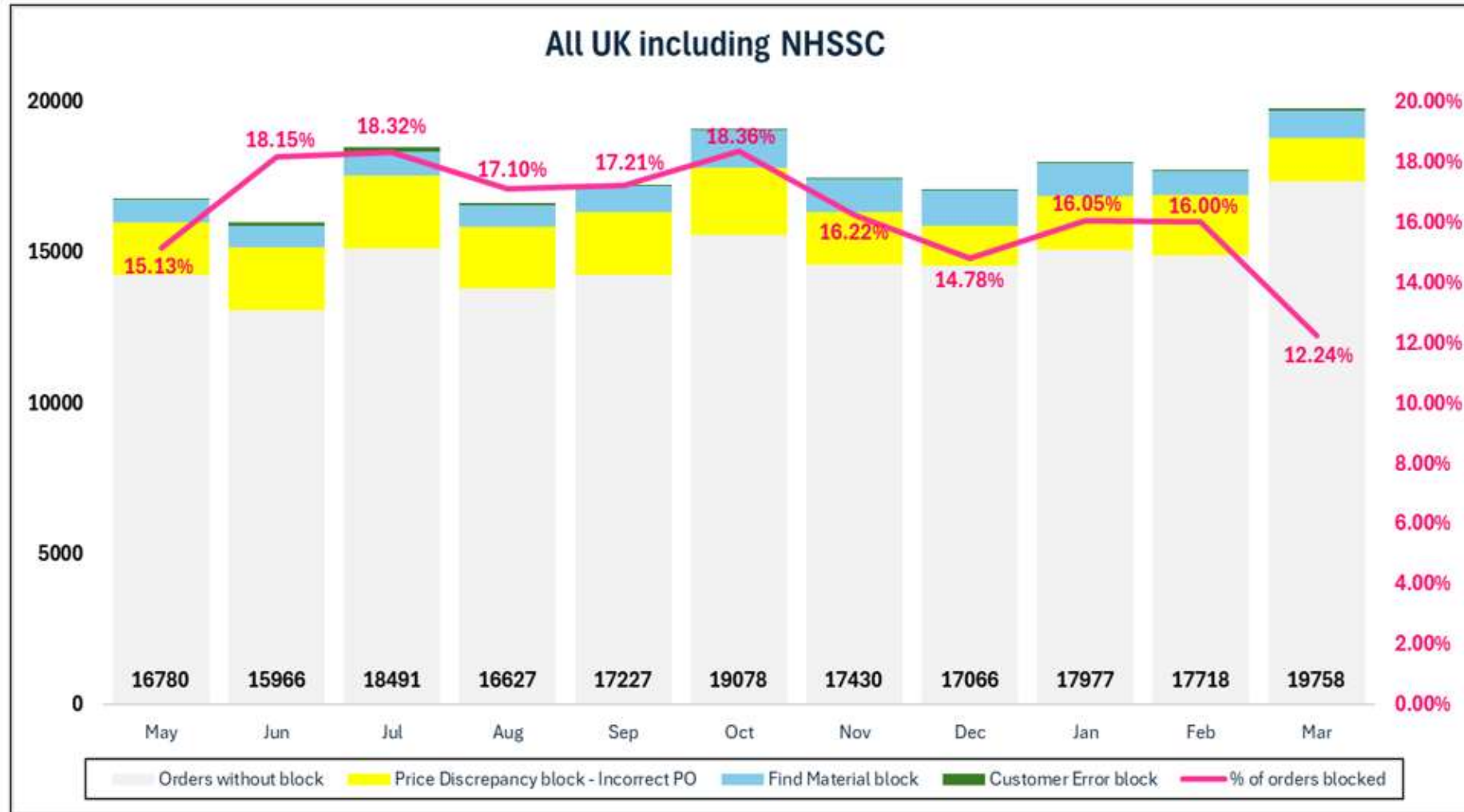
Department
of Health &
Social Care

GS1 UK Healthcare Conference 2025

David Lawson - Director, Medical Technology & Innovation
Building the data infrastructure for Medical Technology

April 2025

Transaction Friction



16% rejected first time

of which 30% due to incorrect product code



Blind Decision Making



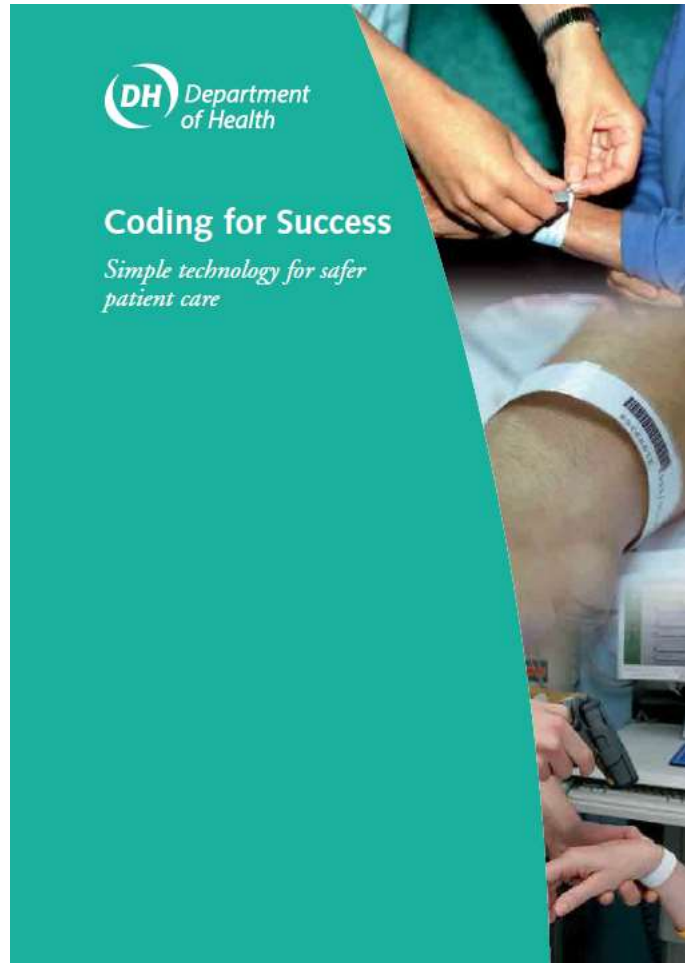
150
descriptions
for a single
item



Adviselnc

...and there are 30 sizes in the the range & 700 descriptions

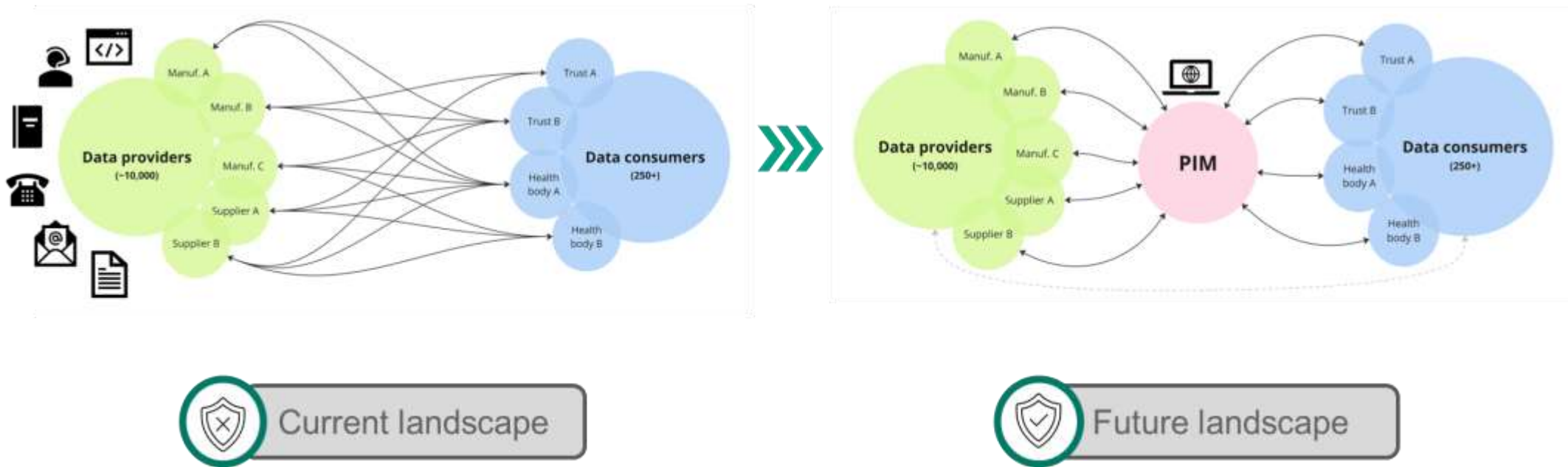
Not a new issue (2007) (2014) (2023)



Delivering a National PIM for Medical Devices

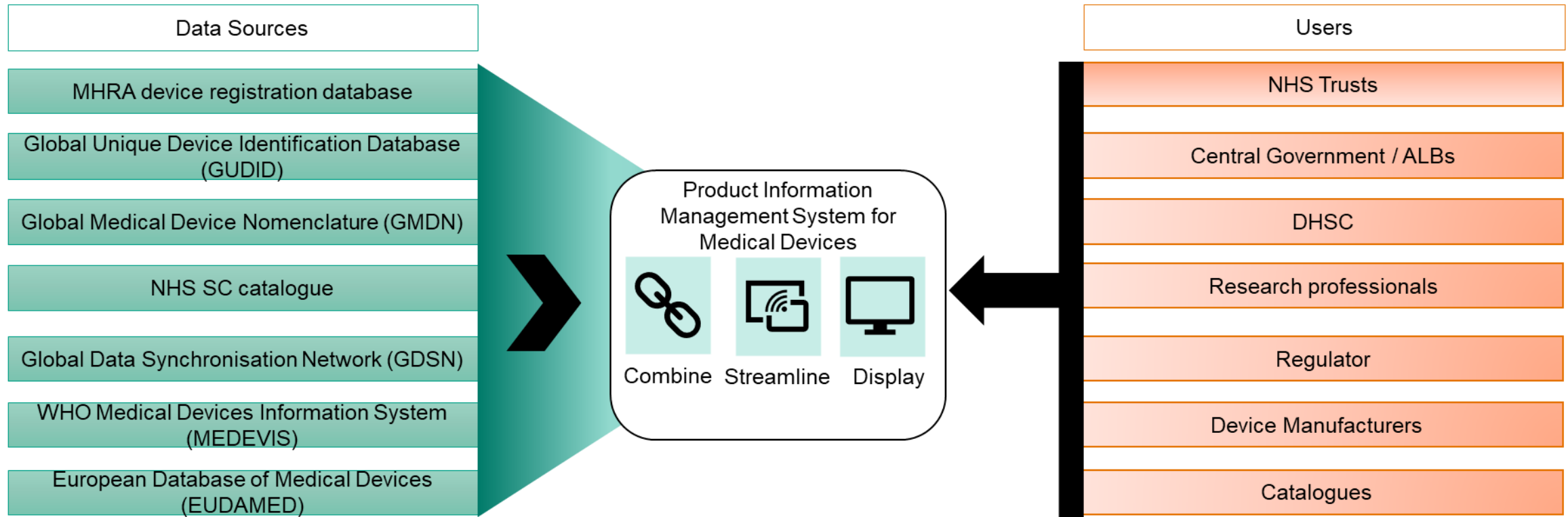


We are trying to develop a system that helps to streamline the currently inefficient process of requesting and supplying data about medical devices



Design Principle for the PIM

PIM will make the sharing of medical device data **easier**, more **efficient** and more **consistent** by combining and displaying a range of data from existing sources whilst facilitating requests for additional data.



Note: PIM will not collect sensitive or personal identifiable data or patient level data

Timetable for implementation

Discovery
Phase

Alpha Phase

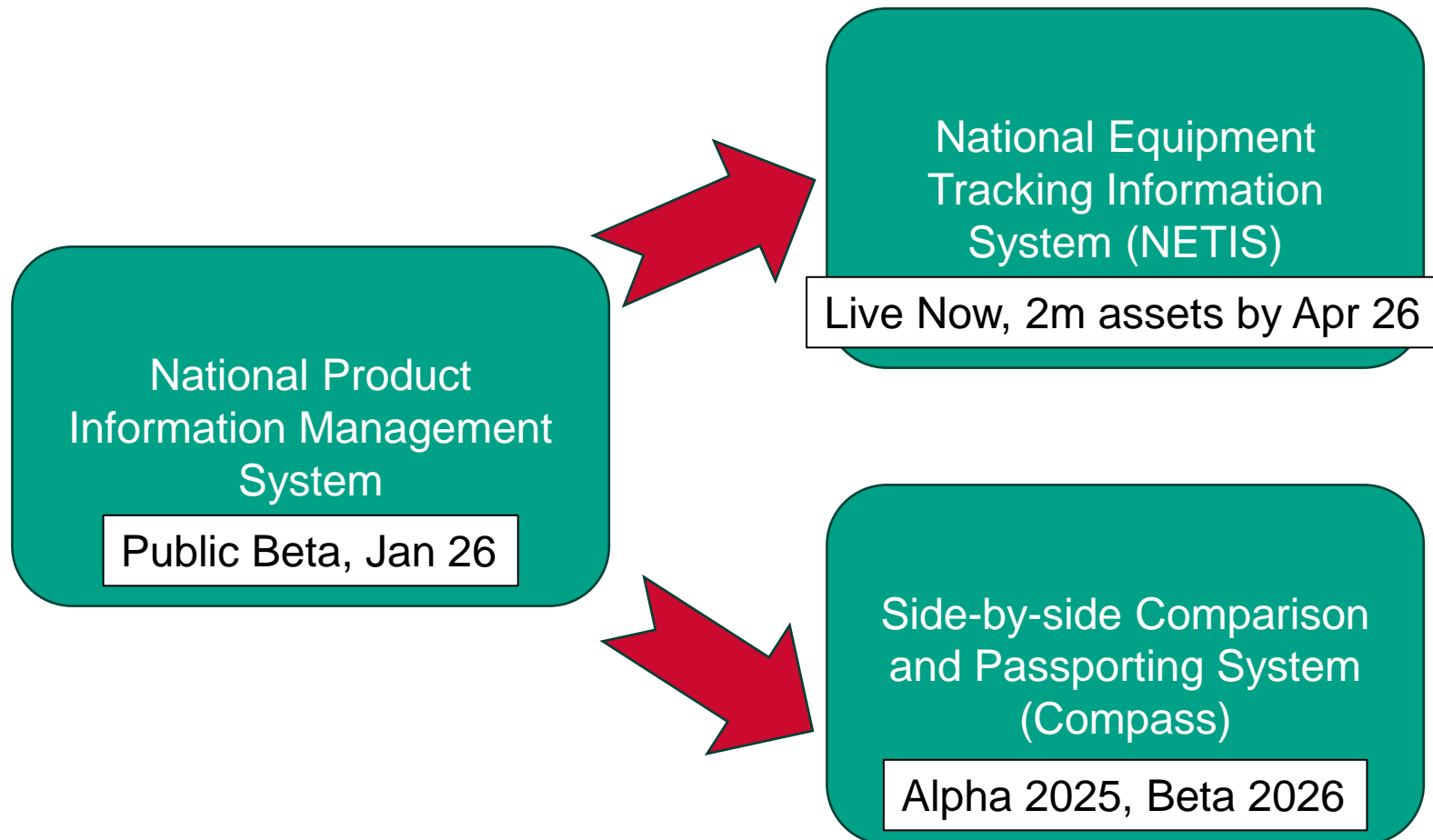
Private BETA
(Jun-Dec 25)

Public BETA
(Jan-Jun 26)

Today Apr-25



Important enabler for Innovation Adoption



Key Messages

The case for a PIM is clear (and has been for a long time)

PIM will be launched within the next 9 months, with Public Beta open from Jan-26

Will be a **key enabler** to improve base data quality and support innovation adoption through Compass