



Healthcare
Conference
2025

What impact will the Product Information Management (PIM) database have for trusts and suppliers?

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#bettercarecostsless



Department
of Health &
Social Care

What impact will the Product Information Management (PIM) database have for trusts and suppliers?

Breakout - Impact of Accurate Product Information

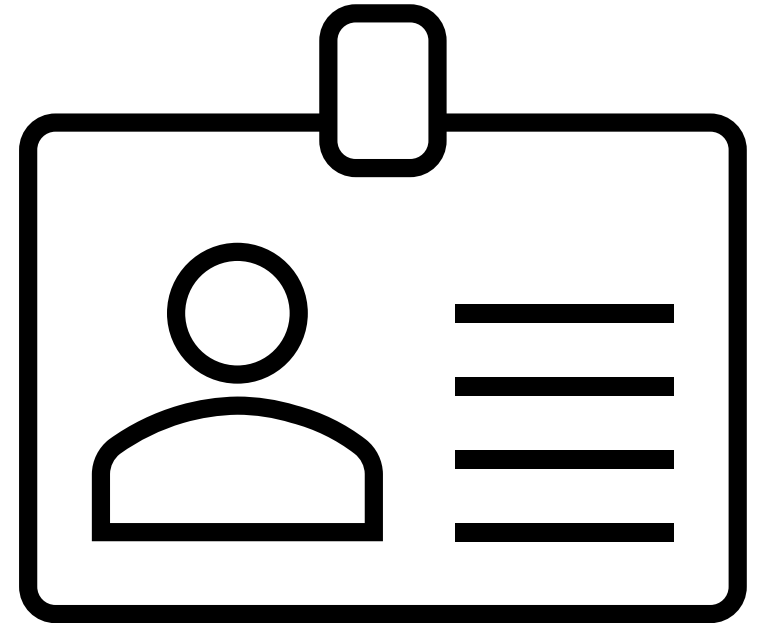
April 2025

Introduction

Jasleen Rehal

PIM Service Owner / Senior Analyst

**MedTech Data and Analysis Team, Department of Health
and Social Care**

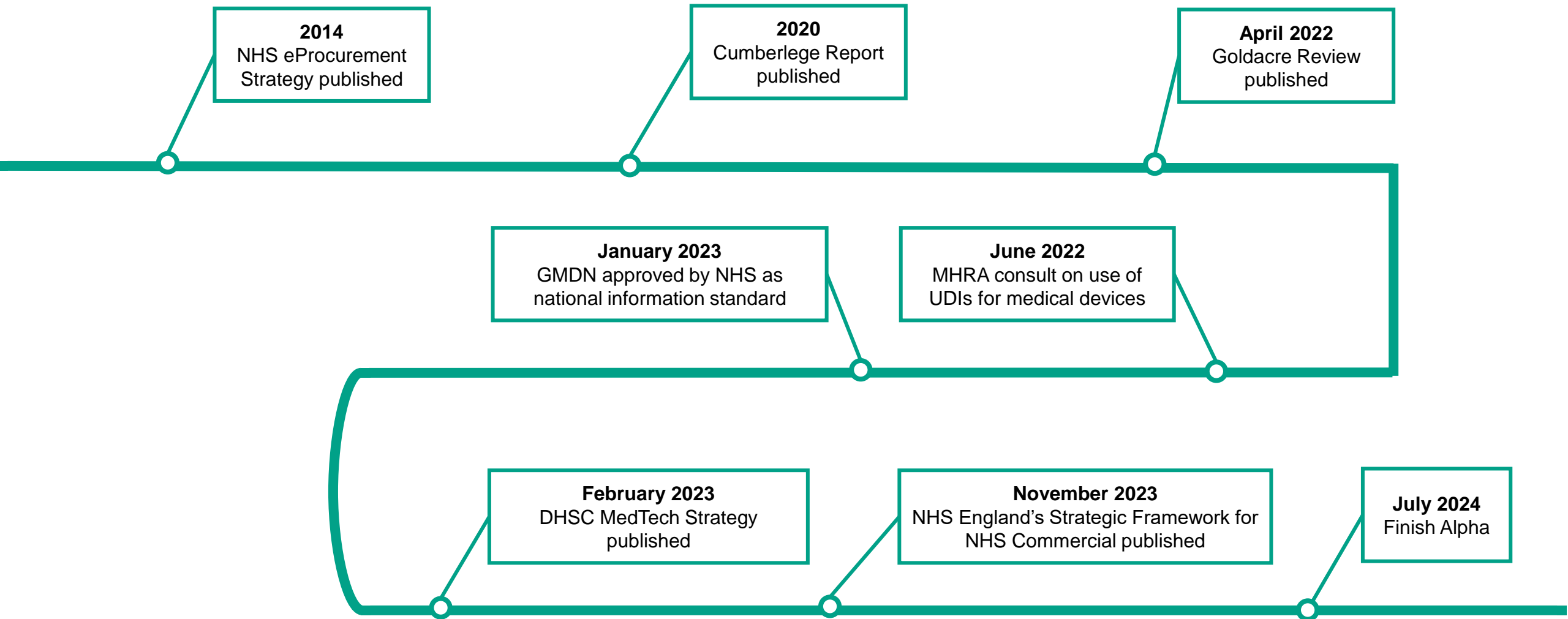


Agenda

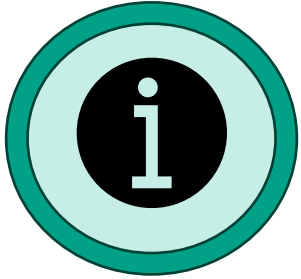
- **Why do we need a PIM?**
- **What is PIM?**
- **The impact on Trusts and Suppliers (*as is*)**
- **The impact on Trusts and Suppliers (*to be*)**
- **Benefits of PIM**



The journey to PIM

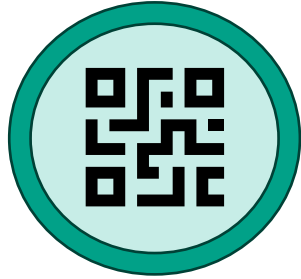


Why do we need a PIM?



Time consuming and inefficient to get information about medical devices

e.g. product codes, maintenance and servicing instructions



Inconsistent naming of medical devices

e.g. eClass, MPC, GMDN, UDI-DI



Difficult to resolve product recalls and post market surveillance

limited coverage of product codes makes traceability difficult



Unable to link datasets to conduct analysis

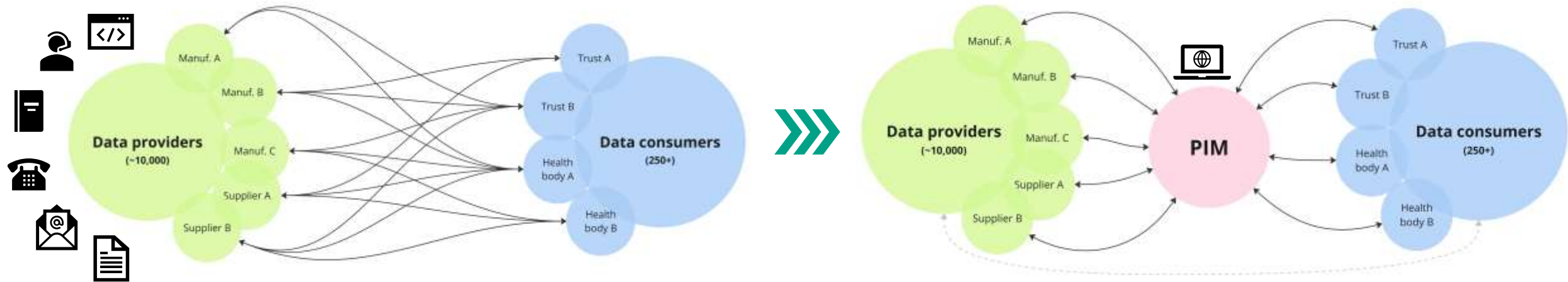
matching purchasing data to registration data would provide insights into products in use and on the market



What is PIM?

PIM will be a system for sharing information

PIM is the system that we are developing to streamline the currently inefficient process of requesting and supplying data about medical devices

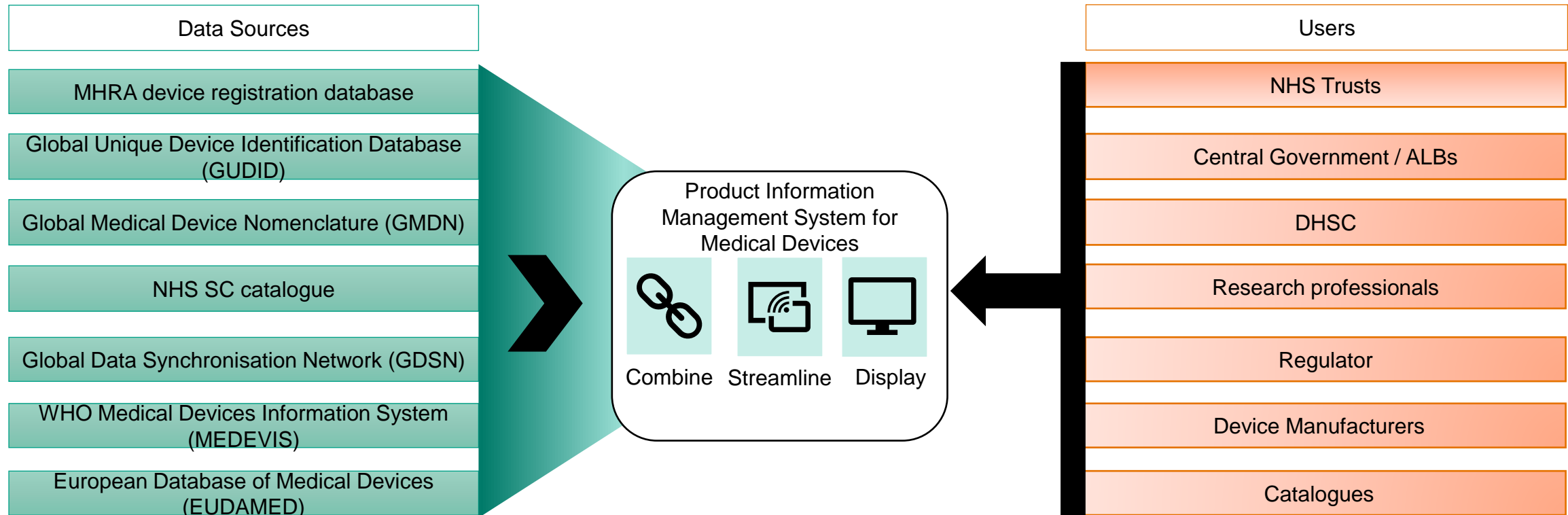


 Current landscape

 Future landscape

Overview of PIM system

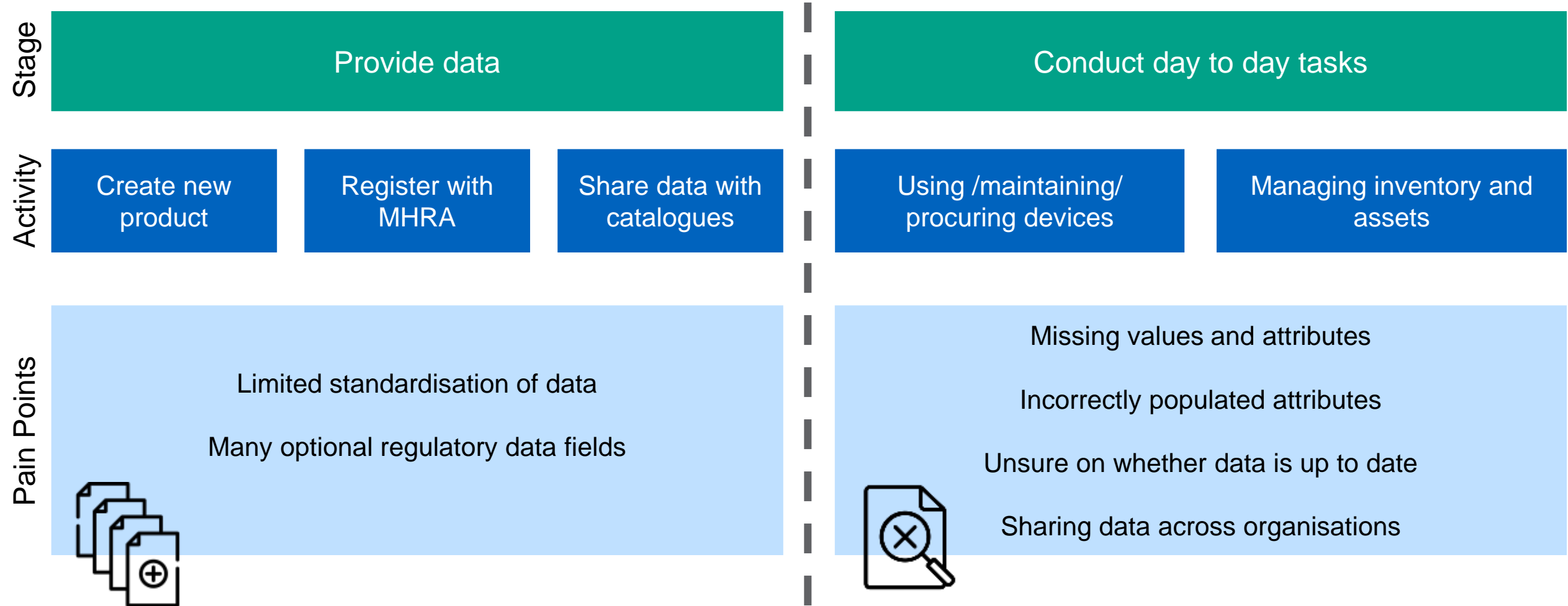
PIM will make the sharing of medical device data **easier**, more **efficient** and more **consistent** by combining and displaying a range of data from existing sources whilst facilitating requests for additional data.



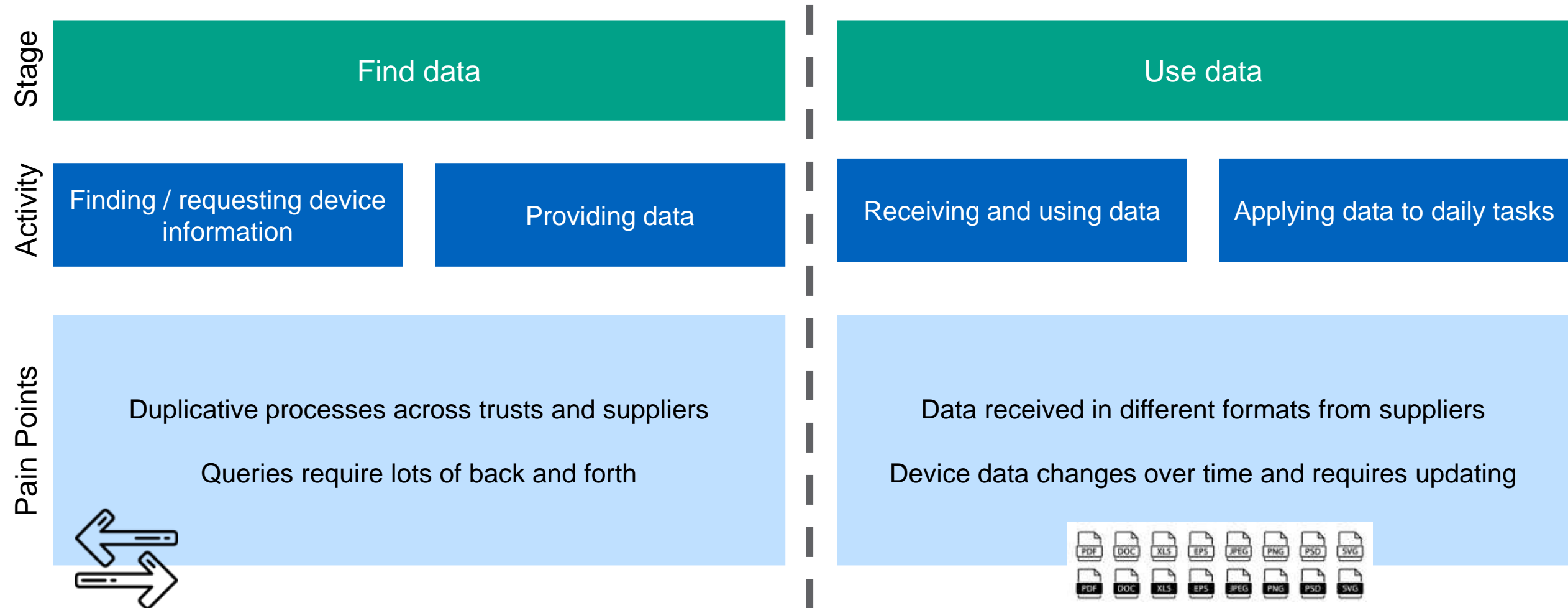
Note: PIM will not collect sensitive or personal identifiable data or patient level data

What impact will the Product Information Management (PIM) database have for Trusts and Suppliers

As-is journey of providing, using and accessing device data in the NHS



As-is journey of providing, using and accessing device data in the NHS



Key stages of PIM to-be service journey

Stage

Populate PIM with data regularly

Find data on PIM

Activity

Pull data from existing services/sources

Supplier uploads data into PIM

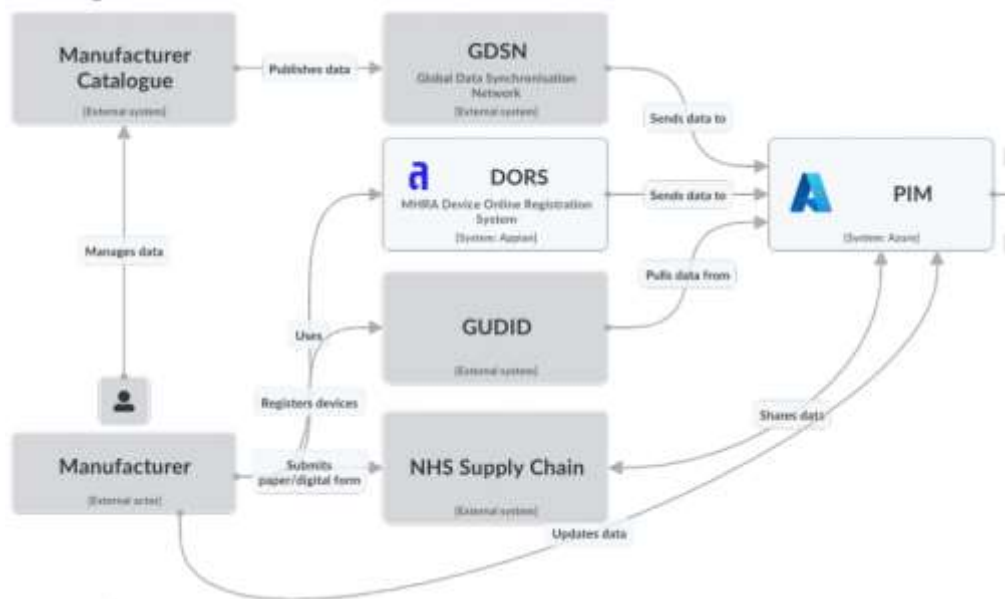
Display data in PIM

Search/ browse/ download data

Filter/ view data

Use API access with internal systems

Visual from prototype



Key stages of PIM to-be service journey

Stage

Request data that is not available

Supply requested data

Activity

Request missing standard / non-standard data

Flag inaccurate data

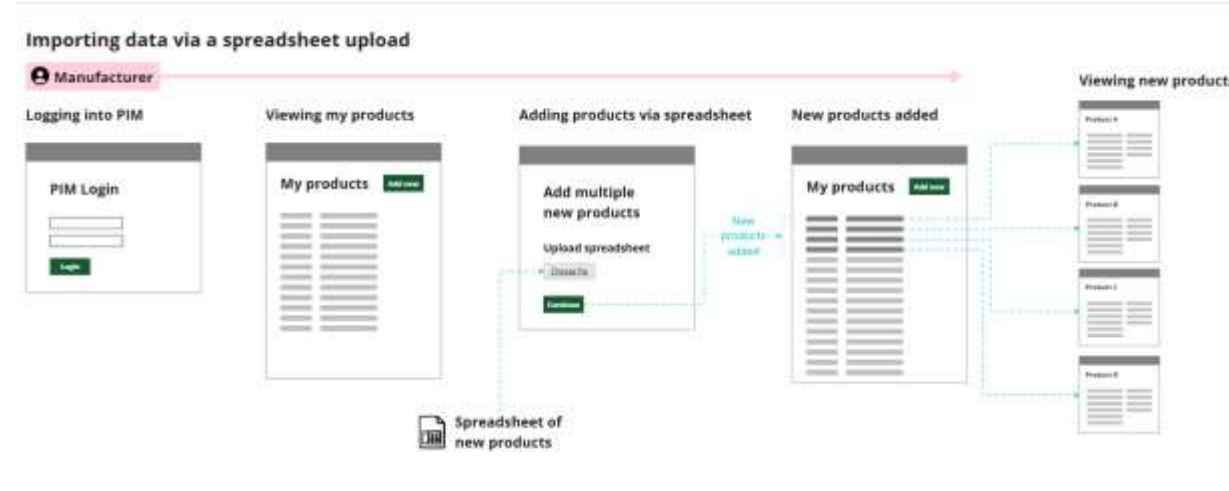
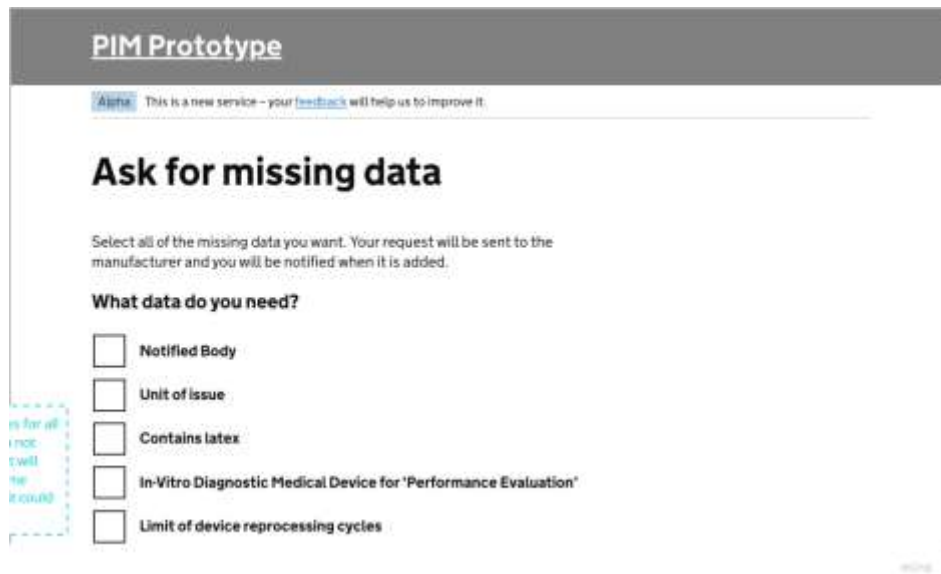
Monitor data requests

Provide standard /non-standard data

Respond to incorrect data flags

Alert requestor of outcome

Visual from prototype



Key stages of PIM to-be service journey

Stage

Refine data and datasets within the system

Access data

Continue user journey using data accessed

Activity

Analyse unstructured data requests

Refine and implement new data fields

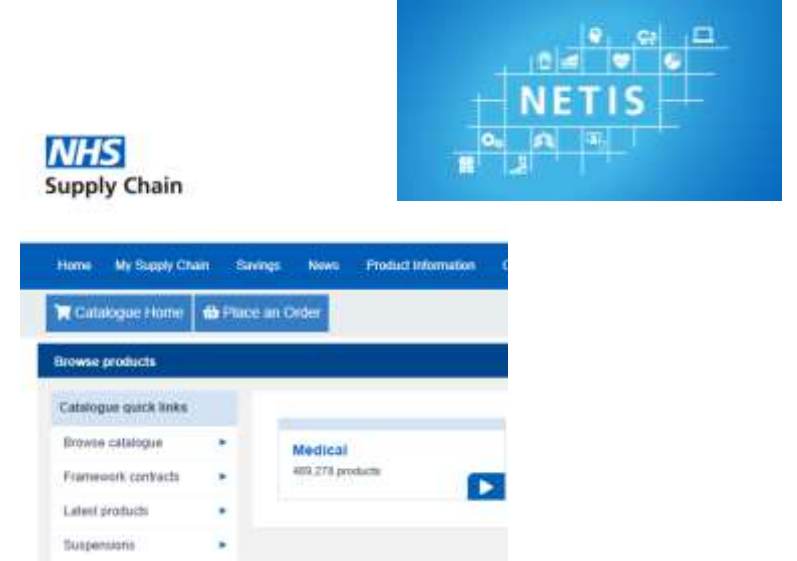
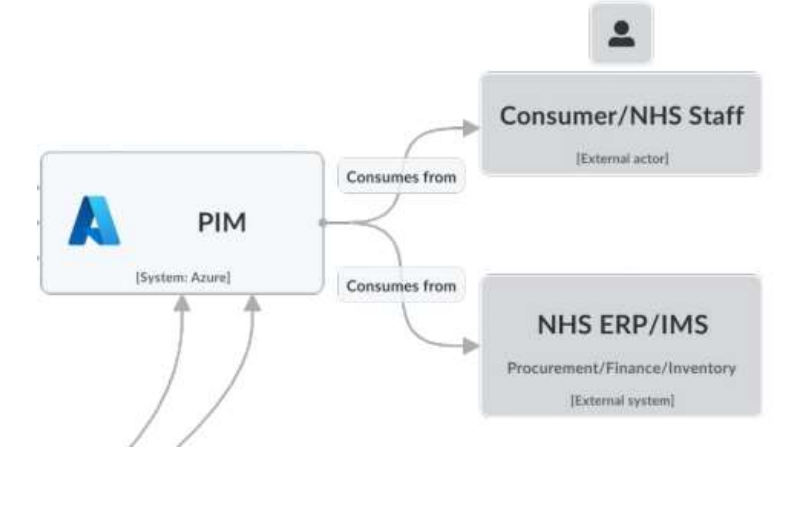
Access full dataset OR dataset matching a product search OR specific device OR via API access

Supplement internal datasets

Use data to find devices

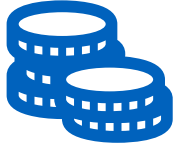
Check device attributes

Visual from prototype



Benefits of PIM

PIM will have significant and wide-ranging benefits



Procurement

Better buying decisions, based on improved information, e.g. PAQ forms

Easier identification of alternative products (incl. potentially better value products), via access to GMDN categories

Improved analysis of spend by expanding UDI and GMDN use, e.g. when using Spend Comparison Service data



Clinical and patient safety

Better informed clinical decisions to ensure patient safety (e.g. MRI safe, latex free)

Faster response to patient safety alerts, as products are easier to identify via UDIs

Faster response to supply disruptions, as products are easier to identify via UDIs



Workforce productivity

Less staff time spent requesting and searching for product info

