

**FOR IMMEDIATE RELEASE**

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**HDA “ORIGIN” REPOSITORY OFFICIALLY LAUNCHES**

**ARLINGTON, Va., July 31, 2017** - The Healthcare Distribution Alliance (HDA), in collaboration with ValueCentric, LLC, today announce the official launch of Origin: HDA’s Product Data Source. Origin is a high-powered, central data repository hosting verified Global Trade Item Number (GTIN) information. The service enables the secure, accurate and efficient exchange of pharmaceutical product master data between manufacturers and their supply chain partners to help comply with the Drug Supply Chain Security Act (DSCSA).



*Data sharing through the Origin repository.*

“From inception to the launch today, Origin is the result of hard and important work by the industry, for the industry,” said Perry Fri, Executive Vice President, Industry Relations, Membership and Education, HDA. “The product effectively eliminates the need for repetitive communication and allows data sharing through an easily accessible, cloud-based portal. It also sets the pace for good data management practices that will serve the industry well as it implements a long-term traceability plan.”

Origin’s launch follows a successful evaluation period, which demonstrated the system’s ease of use and value. Product testing was completed by organizations representing stakeholders from across the industry including five manufacturers, three distributors and one dispenser. More than 550 active GTINs are active in the system. To date, all participants readily have seen the value of the central repository to help limit multiple one-to-one communications about individual product master data.

Companies interested in subscribing to this service may visit the product page, [www.hdaorigin.com](http://www.hdaorigin.com), to enter their information and receive a custom quote. The webpage also includes such resources as a product fact sheet and a checklist to prepare for Origin participation.

For additional questions about Origin: HDA’s Product Data Source, contact Perry Fri at [pfri@hda.org](mailto:pfri@hda.org).

### **About the Healthcare Distribution Alliance**

The Healthcare Distribution Alliance (HDA) represents primary pharmaceutical distributors — the vital link between the nation's pharmaceutical manufacturers and more than 200,000 pharmacies, hospitals, long-term care facilities, clinics and others nationwide. Since 1876, HDA has helped members navigate regulations and innovations to get the right medicines to the right patients at the right time, safely and efficiently. The HDA Research Foundation, HDA's non-profit charitable foundation, serves the healthcare industry by providing research and education focused on priority healthcare supply chain issues.

### **About ValueCentric**

ValueCentric is the leader in channel data management and analytic solutions for the healthcare industry. Its mission is to help customers leverage their channel data to improve business decisions, reduce costs, and increase the speed in which products reach patients in need. Pharmaceutical, specialty pharma, and medical product companies including marquee customers AstraZeneca and Novo Nordisk trust their platform, ValueTrak. ValueTrak provides trade, finance, managed markets, regulatory and sales teams with a flexible and powerful platform to improve business relationships, manage orders, and integrate key pharmacy and channel data to make more informed product decisions. ValueCentric continues to be a pioneer in the pharmaceutical, specialty, and medical products industries investing in big data solutions and improving how all parties can use data including DSCSA related data streams to optimally manage their product performance in the channel. For more information, visit [www.valuecentric.com](http://www.valuecentric.com).

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