



**SAP Data Hub:
How HARTMANN's data strategy can improve
patients' lives**

Sinanudin Omerhodzic, CIO, Paul HARTMANN AG
Session ID #82750

About the Speaker



★ RESUME

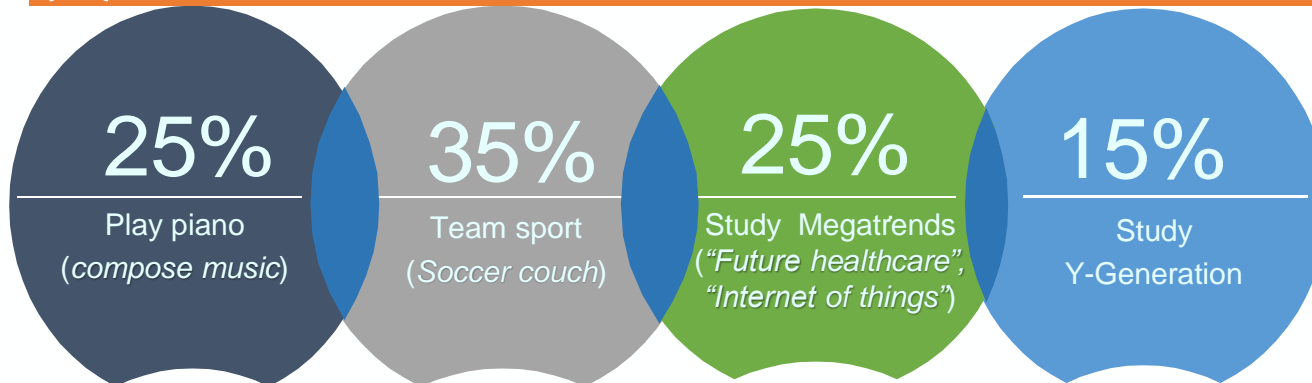
Sinanudin Omerhodzic

CIO, Paul HARTMANN AG

Born in Berlin. Graduate IT on Technical University of Berlin.

Experienced Technology Leader in setup of corporate technology innovation teams with the entrepreneur mindset (“act as a growth accelerator by proactively utilize modern technologies to implement new business models) for different industries such as healthcare, automotive, airspace and industry.

★ INTERESTS / HOBBIES



★ EXPERIENCE

- CIO & Senior Vice President, Paul HARTMANN AG (actual role)
- Snr Director Business Technology EMEA, Johnson & Johnson
- Global IT Director, Trelleborg
- Head of IT, Sonova Holding
- Head of IT Europe, Sonic Innovation

★ AWARDS

- 2016 Johnson & Johnson: Leadership Award
- 2013 Trelleborg: Winner of “Special Digital Achievement“ Award
- 2008 Sonova Holding: Employee Appreciation Award

Key Outcomes/Objectives

1. Integration of different data sources brings new customer insights
2. Smart architecture helps utilize maximum potential of the Data
3. New technologies are required, such ML/AI, IoT and Data analytics in order to utilize the potentials
4. SAP as a technology partner brings the full suite of technologies to realize the data framework strategy

Agenda

- 1 Key facts about PAUL HARTMANN AG

- 2 Challenges and trends in Healthcare space

- 3 Digital@HARTMANN

- 4 SAP data hub – an innovative way of improving patient lives

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HARTMANN heals 64 million

wounds a year

Enthusiasm for Health - our drive since 200 years

 Founded in 1818

 Group HQ in Heidenheim, Germany

 > 10.000 Employees

 35 Countries

 Group sales EUR 2.12 billion (2018)



Disinfection

Disinfection material for hospitals

- Disinfection for: hand, all surfaces and equipment



Wound care

Wound dressings

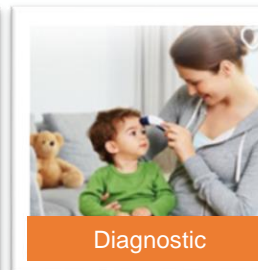
- Antibact. dressings
- Hydro Therapy
- Postoperative associations
- Surgical dressing sets



Personal healthcare

Care mgmt.

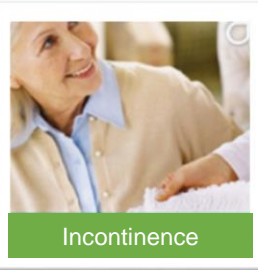
- Bandage materials
- Nursing home supply
- Old people assistance



Diagnostic

Technical equipment

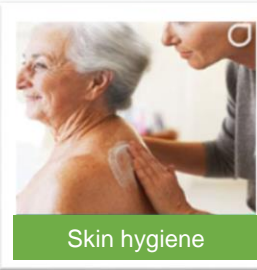
- Blood pressure monitors
- Scales
- Clinical thermometer



Incontinence

Incontinence mgmt.

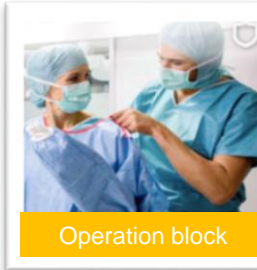
- Incontinence slips (including sensors)
- Incontinence bedding layers



Skin hygiene

Skin care products

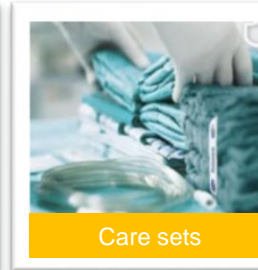
- Antiseptic skin products
- Antimicrobial body wash



Operation block

In-surgery materials

- Diverse surgery Instruments and material



Care sets

Surgical care pack

- OP covering tissues
- OP clothing/ gloves
- Bandage material with contrast medium

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Critical challenges faced by the Healthcare sector

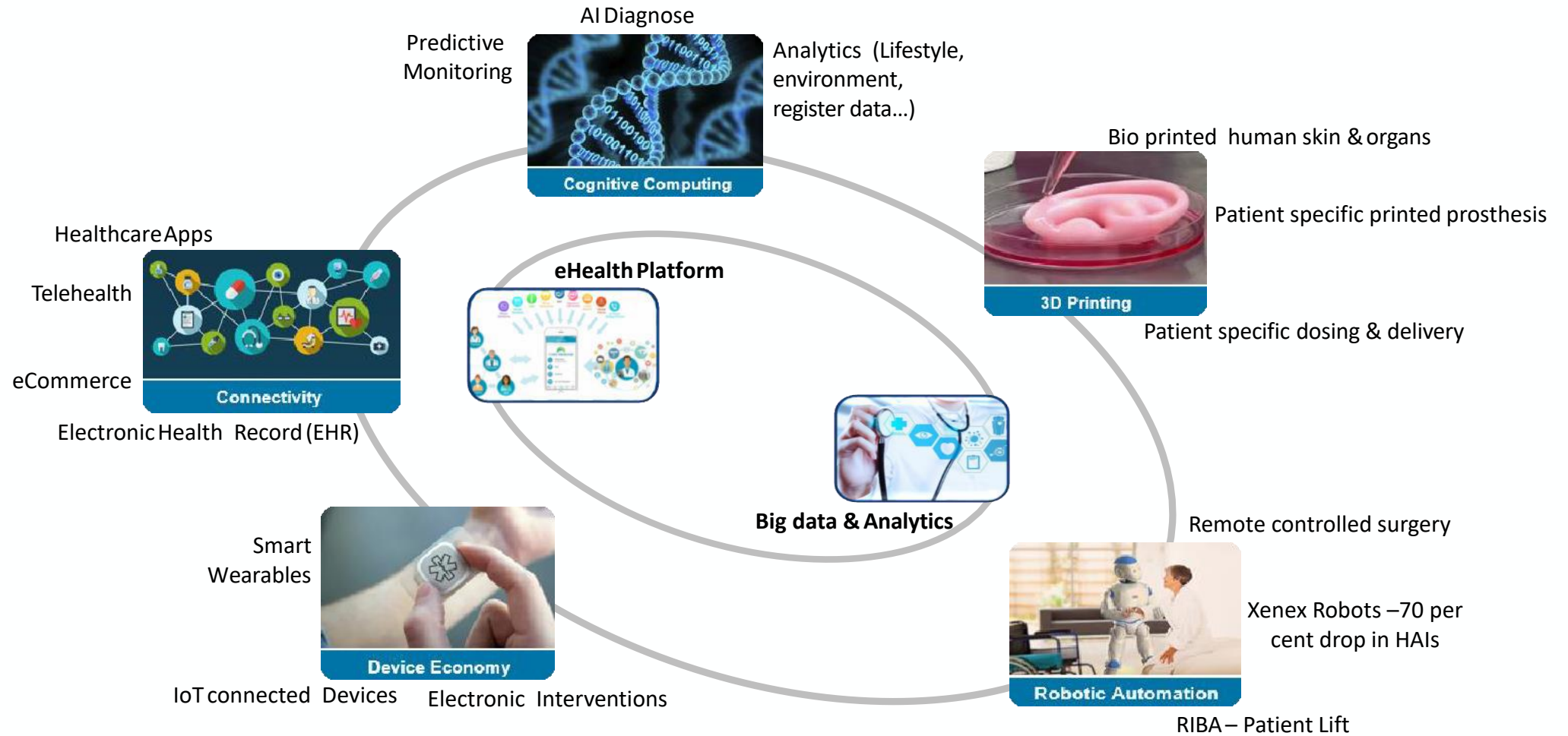


Economic index DIGITAL 2018 by sector

IKT	74	77
Knowledge-intensive Service Providers	63	67
Financial and Insurance Services	61	69
Trade	54	54
Chemistry/ Pharmacy	50	49
Mechanical Engineering	48	50
Energy and water supply	47	50
Transport and Logistics	43	48
Other manufacturing industry	43	45
Vehicle Construction	40	42
Healthcare	37	42

A savings potential of up to 34 B EUR in German Healthcare System!

Disruptive technology trends in healthcare business



Agenda

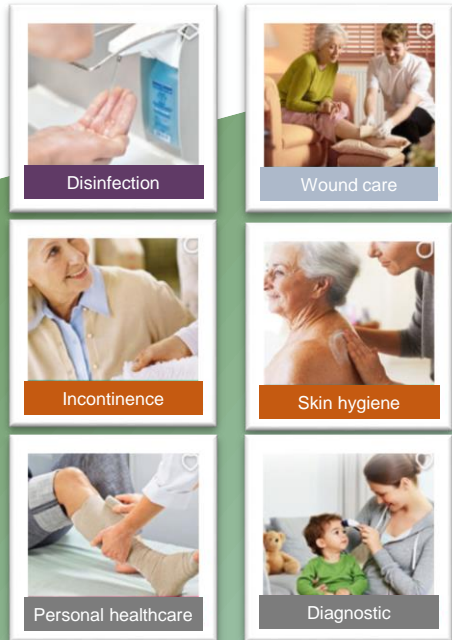
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HARTMANN address Healthcare challenges through innovative technologies



Enable New Business Models

How can we assist **healthcare professionals** with digital solutions?

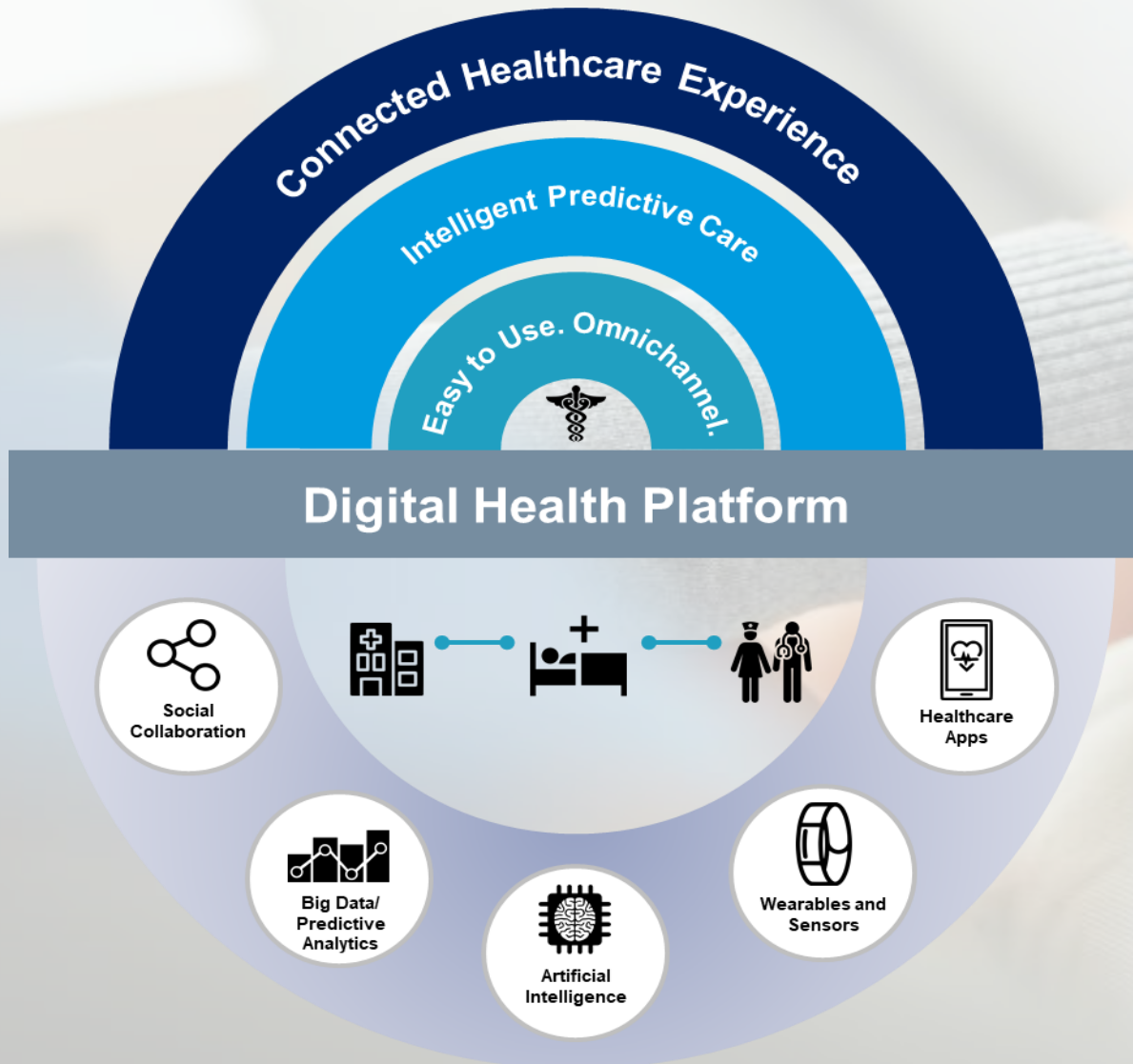
How can we contribute to better patient outcomes by **providing platforms for interaction**?

Enable Growth Along Value Chain

How can we digitalize and bring better products to customers **more efficiently and much faster** than we do today?



HARTMANN Digital Vision



Connected

Unique Platform connecting Healthcare Providers, Patients and their Families

Intelligent

Driven By Data, enabling effective healthcare decisions for our customers

Easy

Simple Experience based on customer feedback, available at all preferred touchpoints



Digital Solutions@HARTMANN

A man in a dark suit and tie is looking down at a document on a desk. The background is a blurred office window with a cityscape view. A green banner with white text is overlaid on the image.

Supply Chain

~100 USD costs a Hospital to order a medical product

~60% orders are processed manually



Device Economy



Connectivity



The Solution

Smart Logistic & fulfillment using IoT Technology



Trusted

>7.000 sensor Boxes installed



Process Improvements

Stock control and
automatically replenishment
Real-time traceability



Cost Efficiency

Reduction of process ordering
costs



4.1 million patients in Europe are infected during treatment

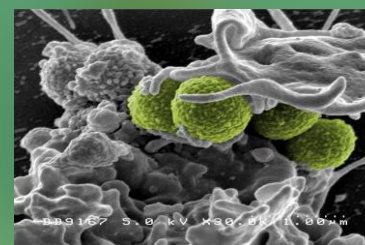
Every year, 37,000 patients die as a result of an infection.
In 25,000 of these infections, multi-pathogens are the cause

Direct costs of the patient are at an average of 15,200 EUR



The Solution

Early detection and prevention of hospital Infection through AI



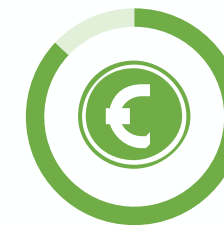
Patient Care

Help save patient lives



Analytics

Analyzes and proposes preventative measures



Cost savings

No treatment costs for infection caused in hospital

ASUG

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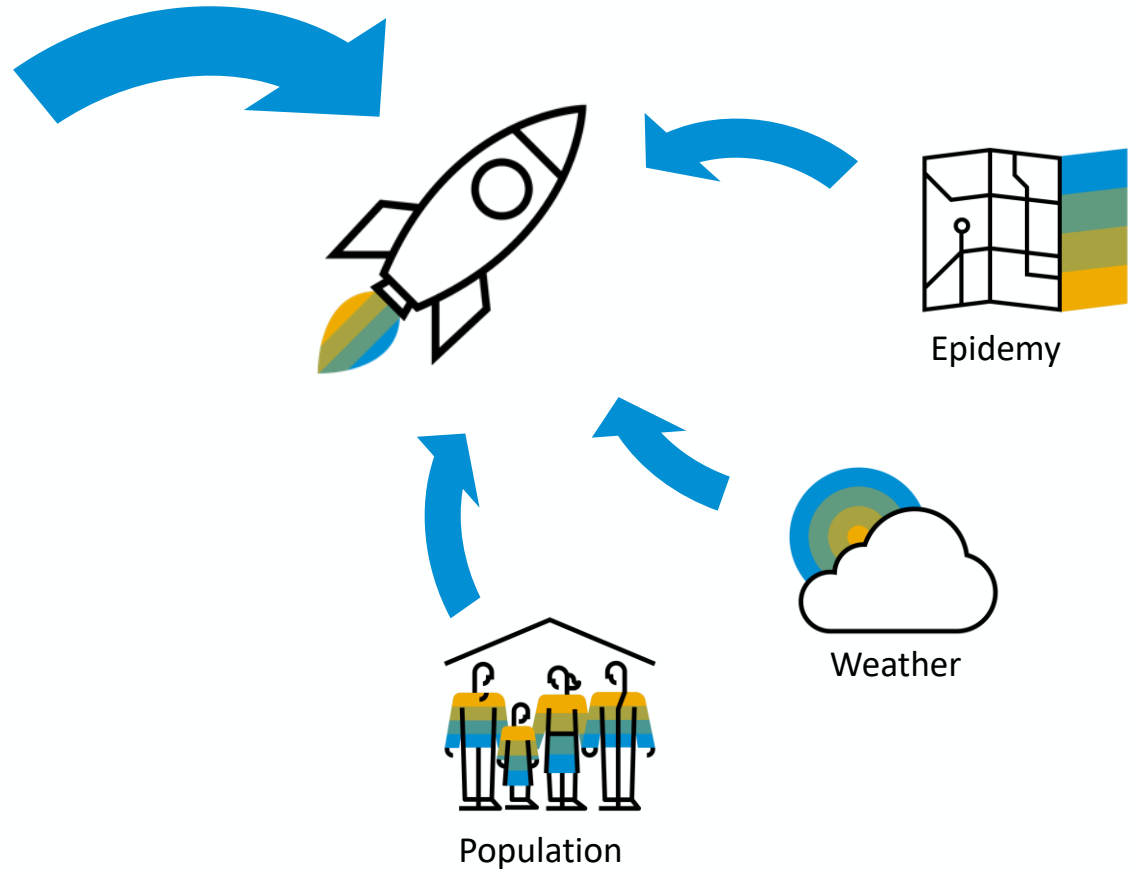
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Innovation Cases

Innovation Cases

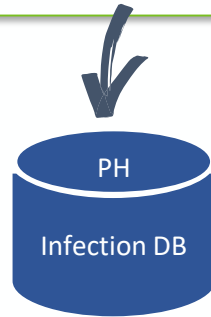


However, the data sources are silo'ed and no synergies today

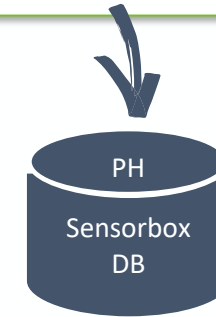
Current State



Early detection and prevention of hospital Infections



Smart Logistic & fulfillment using SensorBox Technology

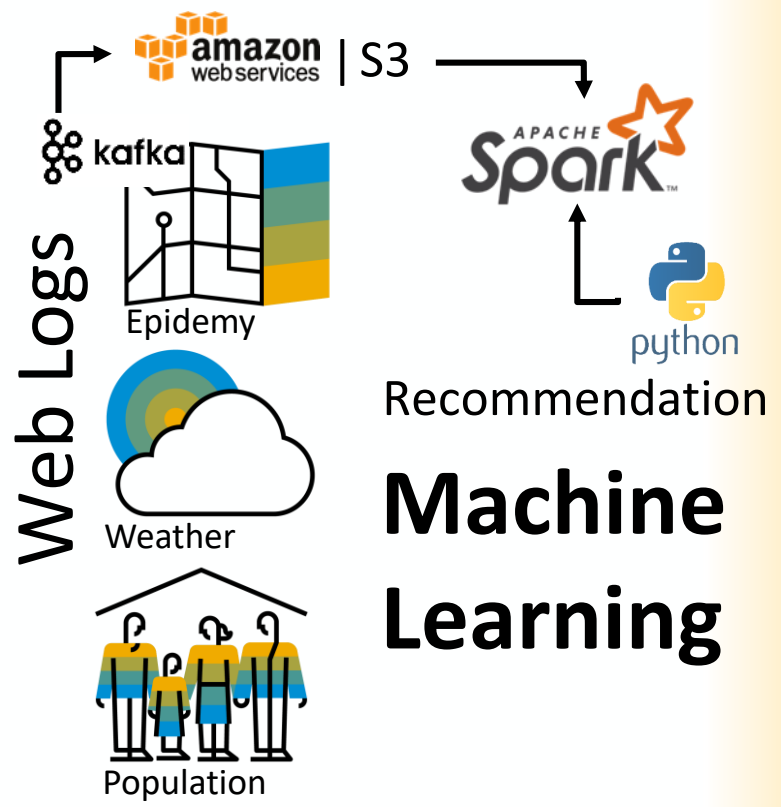


- 1 No Common Data Model
- 2 Too many data islands -> Isolated View
- 3 Data analyses across applications not possible



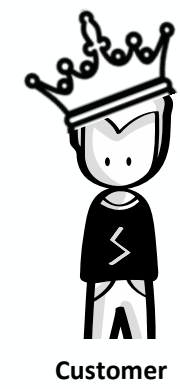
How do we integrate new data sources?

New Data Innovation



Machine Learning

Existing Data



BI & Analytics & Data Warehouse

CRM

ERP

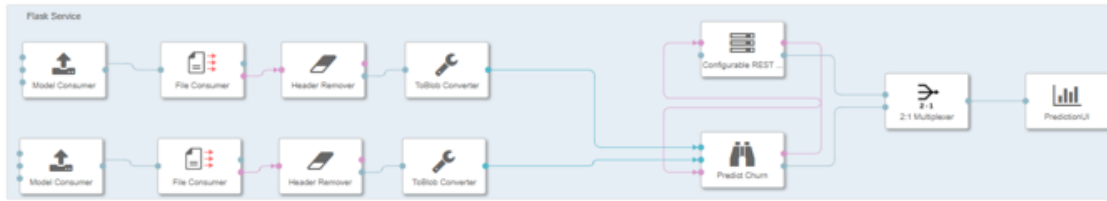
Logistics





SAP Data Hub

Connecting Two Different Worlds



- **Different Stakeholders** and Roles
- using one **Data Framework**
- using **role specific Tools**
- connecting to **latest Technology**
- seamlessly **exchanging & deploying Results**

Fast

Explorative

Agile

Easy to pilot

Latest technology

Sustainable

Compliant

Extendable

Maintainable

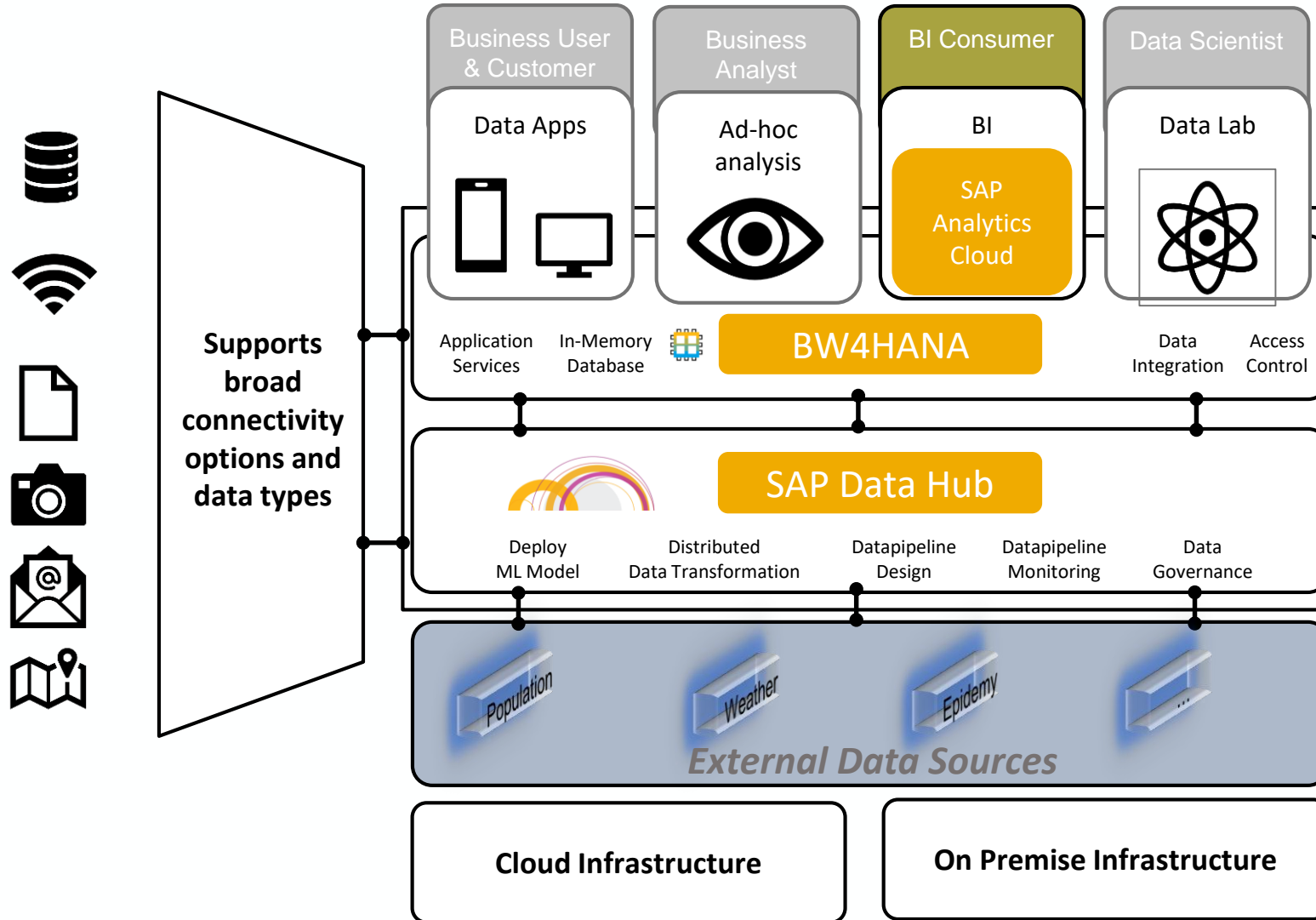
Stable

User Friendly

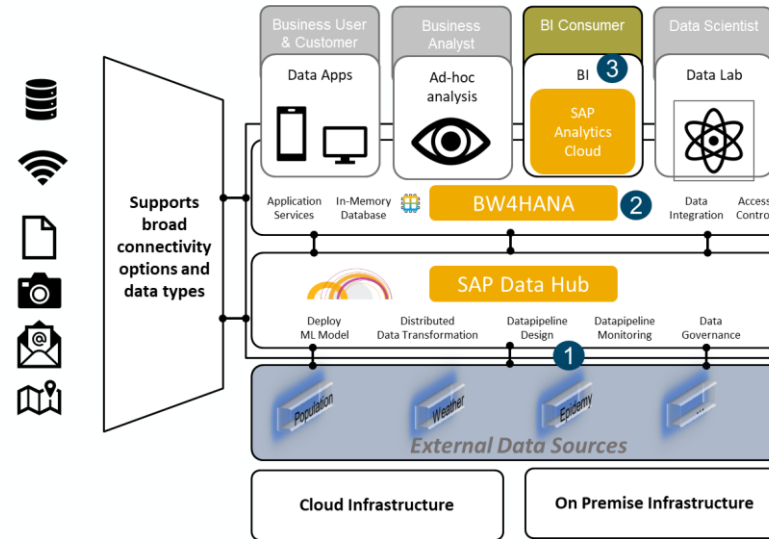
Integrated

Easy to roll-out

HARTMANN Data Platform Integration Architecture



Data Hub helps HARTMANN save patient lives



Benefits to Customers

- ✓ Value chain process costs reduction
- ✓ **Right product at right time and right place**
- ✓ **Save patient lives**
- ✓ **Increased end customer satisfaction**

Benefits to HARTMANN

- ✓ Sales revenue increase
- ✓ **Improved production & SCM process**
- ✓ **Deploy better insights into business processes**
- ✓ **Digital Enablement**

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Presentation Materials

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<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session, contact us at [email] and [email].

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