

HIDA **PRODUCT DATA**
EXCHANGE

The HIDA Product Data Exchange (PDX)

Accelerate online sales and drive growth with trusted, efficient product data.

The bottom half of the slide features several thin, dark green wavy lines that flow horizontally across the page, creating a sense of movement and design.

The Challenge

Digital commerce relies on accurate, consistent product data – but today:

- Product data is inconsistent or incomplete
- Companies use different formats
- Teams repeat one-off submissions and manual corrections
- Cross-partner workflows are non consistent across trading partners

The Opportunity

Imagine if the entire industry could exchange PIM data and images from one source of truth *with standardized, automated workstreams:*

- ✓ Upload your data once
- ✓ Send to all distributors at the same time
- ✓ Push updates automatically
- ✓ Maintain consistent brand content

THE HIDA PRODUCT DATA EXCHANGE

Building a Shared Industry Platform for Product Data

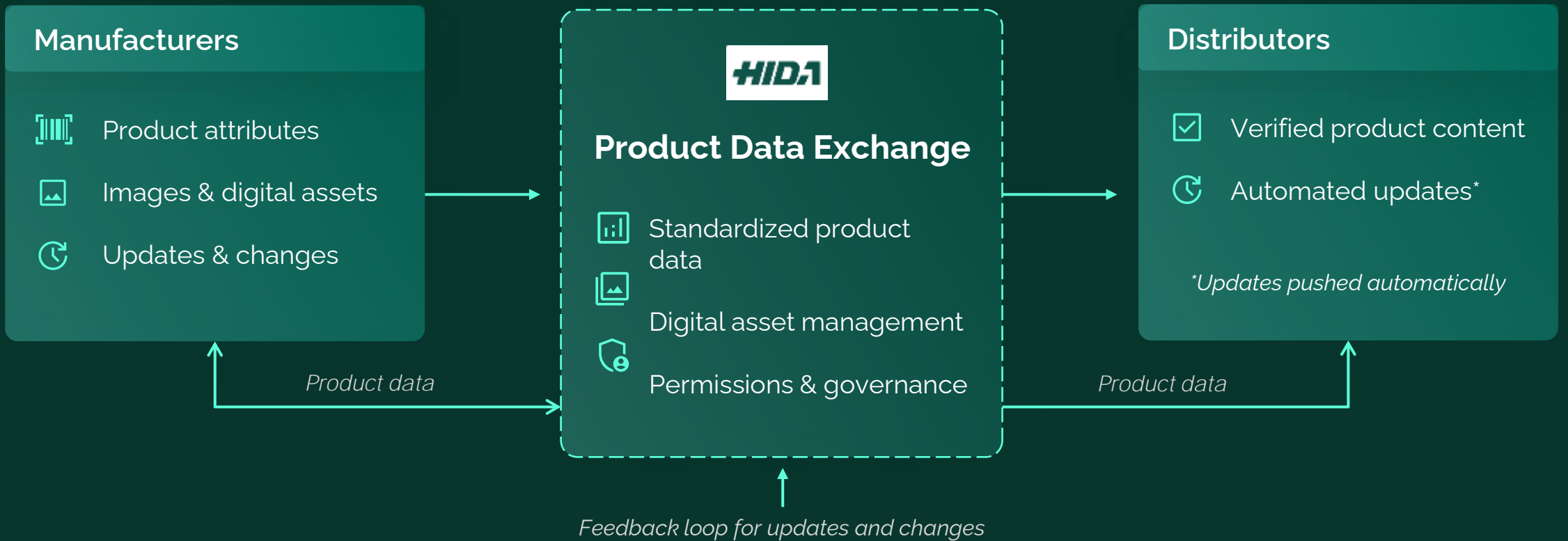
HIDA is developing a standardized, centralized system enabling:

- **Manufacturers** to publish product information once
- **Distributors** to access current manufacturer-verified content across partners
- **Everyone** to reduce manual work, reformatting, and back-and-forth corrections
- **The Industry** to move faster into scalable digital commerce

This sets the foundation for clean, consistent, trusted data across the channel.



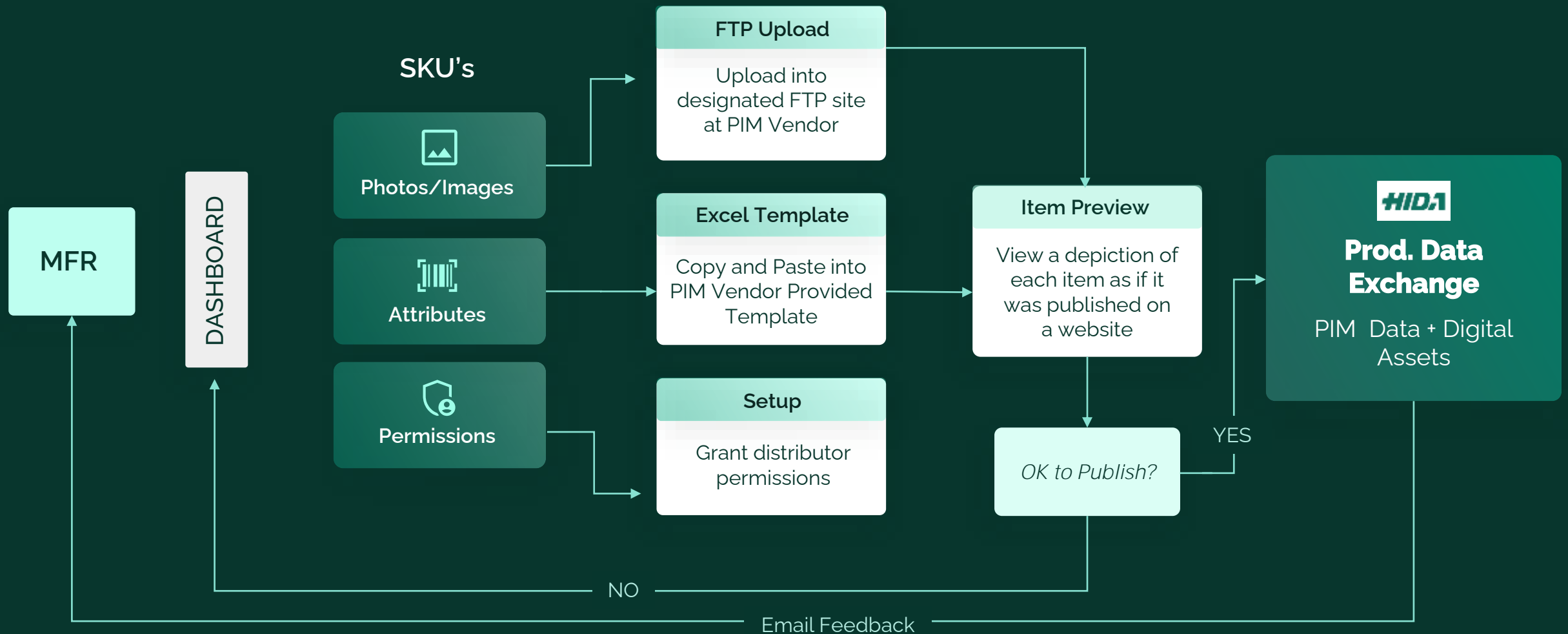
Streamlining Product Data For E-commerce



Enrich, Update & Syndicate Your PIM Data in One Place

Manufacturer

PIM Vendor



Pricing & Subscription Model

HIDA is funding the platform and operations to remove barriers and accelerate adoption.

Annual Subscription

- Simple annual subscription for access to the Product Data Exchange

Flexible Add-On Features

- Optional customization
- API integrations

Return on Investment

- Improved data accuracy drives higher conversions, reduces administrative tasks, and strengthens customer relationships.

Customers are Shopping, Comparing & Buying On- line

Transform Your Data Into a Strategic Marketing Asset

PIM transforms product data into a key asset that drives repeat purchases and long-term revenue growth.

Enhances Search Ranking

Accurate data enhances search ranking and reduces cart abandonment, boosting conversion rates.

Make it Easy for Customers to Find Your Products

Standardized product data improves search functionality and SEO, increasing product visibility and website traffic.

Improve Shopping Experience

Consistent and detailed product information reduces cart abandonment and boosts conversions by building trust.

Enables Real-time Market Responsiveness

Complete, high-quality product data helps you put your best foot forward and win more sales.

PDX Design & Build Timeline

PIM Proof of Concept

Dukal, BD, Henry Schein, Surgo, Owens & Minor, and others

PDX Announcement

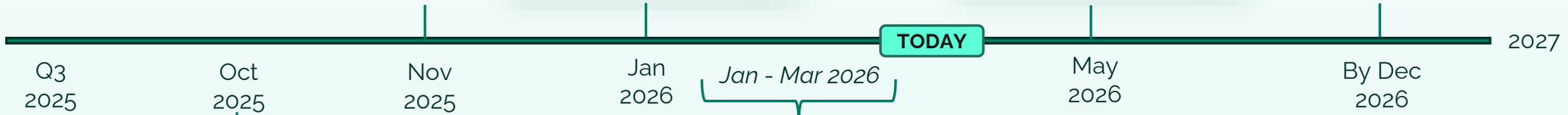
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PDX Operational

HIDA PRODUCT DATA EXCHANGE

HIDA PDX Expansion GOAL = 30,000 SKUs

by Dec 2026
-26+ subscribers
-5+ national distributors
-ROI clear for subscription



Q3 2025
Must-Have Product Attributes
and foundational PIM features

Oct 2025
Selection of 'Agility' PIM
offered by Insight Software

Jan 2026
HIDA PDX Build
Design sessions with founding HIDA members; SKU samples, layouts, etc.

TODAY

Operational includes:
✓ Mfrs. uploading data
✓ Distributions receiving data
✓ DAM for quality images

HIDA PDX Web Resource Page
✓ Attribute standards
✓ Image best practices
✓ FAQs

THE HIDA PRODUCT DATA EXCHANGE

2026 Success Metrics

20+

Participants in Pilot

26

Subscribed EOY 2026,
41 EOY 2027

30,000

SKUs in portal EOY 2026,
50,000 EOY 2027

5+

National distributors
subscribed



About Our Technology Partner

- 30+ years of PIM experience with strong B2B roots.
- Trusted by leading healthcare manufacturers and distributors
- Enterprise-grade security and reliability
- **Optional Add-On:** Members without an existing PIM
 - insightsoftware can support implementation of a standalone PIM
 - Preferred pricing available for HIDA members



Learn more about Agility capabilities at <https://insightsoftware.com/agility-pim/>

Thank You - Pilot Participants



Get the Details and Sign On



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Thank You

THE HIDA PRODUCT DATA EXCHANGE

HIDA Product Data Exchange

Data Structure

confidential and preliminary

Product Attributes

- 1 Product Code
- 2 Manufacturer Name
- 3 Brand Name
- 4 UPC
- 5 Bar Code Type
- 6 Bar Code: Case
- 7 Bar Code: Pack
- 8 Bar Code: Each
- 9 GTIN
- 10 UNSPSC
- 11 Product Description
- 12 Product Category
- 13 UOM: Purchase
- 14 UOM: Inner Package
- 15 Weight in lbs: Purchase Outer Case UOM
- 16 Purchase Outer Case Weight Type
- 17 Product Active Inactive
- 18 Product Approved for Publication
- 19 Primary Image URL
- 20 Alternate Image URL
- 21 Country of Origin
- 22 Product Feature 1
- 23 Product Feature 2
- 24 Product Feature 3
- 25 Product Feature 4
- 26 Product Feature 5
- 27 Product Feature 6
- 28 Product Feature 7
- 29 Product Feature 8
- 30 Product Feature Block
- 31 Direct Substitution
- 32 Alternate Substitution
- 33 Source Zip Code
- 34 Length inch: Purchase Outer Case
- 35 Width inch: Purchase Outer Case
- 36 Height inch: Inner Package UOM
- 37 Length inch: Inner Package UOM
- 38 Width inch: Inner Package UOM
- 39 Weight lbs: Inner Package UOM
- 40 Purchase Quantity
- 41 Inner Package Quantity
- 42 Total Case Quantity
- 43 Case Quantity
- 44 Inner Quantity
- 45 Item Quantity
- 46 Prop 65 Warning
- 47 Drop Ship
- 48 Hazardous Material
- 49 Latex
- 50 Prescription Required
- 51 Sterile
- 52 Temperature Requirements
- 53 Safety Data Sheet(s)
- 54 Size
- 55 Class of Trade Restrictions | Yes or No
- 56 Class of Trade Restrictions
- 57 National Drug Code
- 58 Certifications
- 59 Case Cube
- 60 Case Cube | Unit
- 61 Applicator Size
- 62 Applicator Size | Unit
- 63 Shelf Life
- 64 Shelf Life | Unit
- 65 Sustainability
- 66 Usage and Indications
- 67 Safety Warnings
- 68 Instructions for Use I FU
- 69 Quality Management System cert.
- 70 Disclaimers
- 71 Device Class
- 72 Clearance
- 73 Contains DEHP
- 74 Contains BPA
- 75 Method of Sterilization
- 76 Supplier FDA registered
- 77 FDA product code classification
- 78 Contains PFAS chemical[s]
- 79 Contains Mercury

Product Taxonomy

A General Guide for
Manufacturers. Distributors
will place into their own
online taxonomies

- 1 Apparel
- 2 Compounding Supplies
- 3 Controlled Substances
- 4 Diagnostic & Respiratory Equipment
- 5 Durable & Home Medical Equipment
- 6 Infection Control
- 7 IV Solutions & Nutrition
- 8 Laboratory Equipment
- 9 Laboratory Supplies
- 10 Over-the-Counter (OTC)
- 11 Personal Protective Equipment (PPE)
- 12 Prescription Medications
- 13 Skin & Wound Management
- 14 Specialty & Other Capital Equipment
- 15 Surgical Equipment
- 16 Surgical Supplies
- 17 Vaccines & Biologics

Decision Matrix

<u>PDX Feature</u>	<u>At Launch</u>	<u>Comments</u>
1Manufacturer Login	Single Sign-On (SSO)	<i>Early technical challenges (4-week delay)</i>
2Product Attributes	Single standard (79 attributes)	<i>Future: distributor-specific templates under consideration</i>
3Product Upload	Manual mapping (stand-alone file)	<i>Future: automated syndication (API direct connect)</i>
4Product Images	Both URLs and stand-alone image files	<i>.png and .jpeg files acceptable</i>
5Data Visibility	Manufacturers only see their own SKUs	
6Data Publication	Manufacturers select distributors to receive data	
7Data Search	Elastic search	<i>Ability to search any character in any data string</i>
8Manufacturer Notifications	Distributors newly onboarded	
9Distributor Notifications	Monthly data deltas	<i>Includes enhanced/new/discontinued SKUs</i>
10Data Export to Distributors	SFTP folder (.CSV files)	<i>Future: automated syndication (API direct connect)</i>
11Digital Asset Management	Data Asset Management (DAM Module)	<i>Images, Safety Data Sheets, Instructions for Use, etc.</i>

Decisions reflect collective input from healthcare manufacturers and distributors participating in the HIDA PDX Pilot.