



Role of Generic Product Identifier in Pharmacy

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DESCRIPTION

In today's world where the e-commerce industry is booming, the need for an efficient and reliable product identification system is paramount. One such system is the Generic Product Identifier (GPI). GPI is a unique code assigned to each product to identify it in a particular category. The code contains information about the brand, type and packaging of the product. This white paper aims to provide an in-depth understanding of generic product identifiers and their importance in the e-commerce world. The GPI system was developed in 2003 by the Healthcare Distribution Alliance (HDA). HDA is a trade association representing pharmaceutical distributors, manufacturers and other stakeholders in the healthcare supply chain. The GPI system was originally developed for the healthcare industry and used to identify pharmaceuticals. However, over time, the system has expanded to other industries such as food and beverages, consumer goods, and e-commerce.

How GPI works

A Generic Product Identifier is a 12-digit code that contains information about the brand, type and packaging of the product. The code is structured like this:

The first two digits represent the package type of the product. For example, 01 is a bottle, 02 is a blister pack, and so on.

The next two digits represent the product category. For example, 01 is an analgesic, 02 is an anti-infective, and so on.

The next two digits represent the product subcategory. For example, 01 is aspirin, 02 is ibuprofen, and so on.

The next two digits indicate the packet size. For example, 01 is a pack of 30, 02 is a pack of 60, and so on.

The last four digits represent the brand and strength of the product. For example, 0001 represents brand X, strength 100 mg, and so on. GPI is a standardized system. That is, the same

code is used for a particular product regardless of the retailer or distributor. This makes it easier for manufacturers, distributors, and retailers to identify products so that the right products are shipped to the right customers.

Advantages of GPI

The GPI system brings several benefits to the e-commerce industry, including:

Improved product identification: The GPI system makes product identification easy and efficient, making it easier for manufacturers, distributors, and retailers to track products from the manufacturing process to the customer's doorstep. This reduces the chance of errors such as: B. Incorrect labeling or wrong product shipment.

Improved inventory management: The GPI system enables easy and efficient inventory tracking, making it easier for manufacturers, distributors, and retailers to manage inventory levels. This reduces the possibility of out-of-stocks and overstocks that can be costly for businesses.

Improving customer experience: The GPI system allows easy and efficient product identification, so customers can easily find the products they need. This reduces the time and effort required to find the right product and improves the customer experience. **Improving supply chain efficiency:** The GPI system makes it easy and efficient to track products, making it easier for manufacturers, distributors, and retailers to optimize their supply chain processes. This increases efficiency and reduces costs, which we pass on to our customers in the form of lower prices.

Enhanced security: The GPI system makes it easy and efficient to track products, helping manufacturers, distributors and retailers to ensure the safety and security of their products. This reduces the chances of counterfeit or counterfeit goods entering the supply chain that are dangerous for customers.

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