

{SALUTATION[salutation:custom]Dear Mrs. |Dear Mr. |Dear customers};  
{NACHNAME} {LASTNAME},

digitalisation is a great opportunity for the healthcare sector, but **our study "Time for action"** reveals an urgent need for change. The **success story** with our customer **PAJUNK®** and the new **"firebase healthcare" platform** from GS1 Switzerland prove what successful data management in the healthcare sector can look like.

Software solutions such as **Product Information Management (PIM)** play a decisive role here, which is why we offer you **BYRD b-healthy**, a solution specially tailored to the needs of the healthcare sector.

Enjoy reading.

## WHITE PAPER



A **survey with around 30 companies** from the **healthcare sector** gives a clear image: most of the companies face enormous challenges in the management and provisioning of product information.

[READ WHITE PAPER NOW](#)

## SUCCESS STORY



Read our success story, **"Clear path for healthy product content"**, you can read how medical technology manufacturer **PAJUNK®** automates its product information management with services and solutions from BAYARD.

[PRODUCT CONTENT – HOW IT WORKS](#)

## BYRD – theplatform

**BYRD b-healthy – Product Content Management for digitalizing Healthcare**



Whether supplier or manufacturer, the basis for business – including healthcare – is electronic, quality-assured product content. **Learn more about BYRD b-healthy!**

[REQUEST DEMO](#)

## GARTNER REPORT



The growing amount and increasing speed of product data and touchpoints increase the operating costs as well as **the complexity of product data management**. The right **product data syndication (PDS)** strategy is therefore crucial for success.

[FREE DOWNLOAD](#)

Kind regards  
Björn Bayard and the BAYARD Team



Bring your Product Content to Life.

