



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

as a manufacturer or supplier of medical products, you are required to provide your product data in accordance with **international compliance regulations**. Our healthcare specialists are aware of these challenges and will inform you in this newsletter about relevant changes and future obligations. Thus, we are **your partner for quality-assured medical product data** that meets all requirements.

In hardly any other industry are correct product information as crucial as in healthcare. Therefore, we dedicate our current **white paper "PIM in the healthcare industry"** to the particular challenges of this market as well as the most common standards and initiatives such as **COVIN, HCDP, EUDAMED, or UDI**. This will show you how essential a holistic Product Content Management is for successful business processes. Furthermore, we introduce you in our **press release to the strategic realignment of our healthcare unit** and the new international top experts in our team. With our **industry solution BYRD b-healthy**, we also have the right technology ready for you.

Enjoy reading!

## WHITE PAPER

### PIM in the healthcare industry



#### On the safe side with the right technology

Nowhere else is quality-assured product information as important as in the healthcare sector. For manufacturers, purchasing groups, and other market participants, there are stringent requirements that can only be met with the right technology and optimised processes.

[READ NOW](#)

## PRESS & NEWS

### BAYARD announces massive expansion of its healthcare division



We bring on board **six more leading experts** for product content management and GDSN in the healthcare industry and enter a strategic partnership with **osapiens** – goal is market leadership in Europe and North America

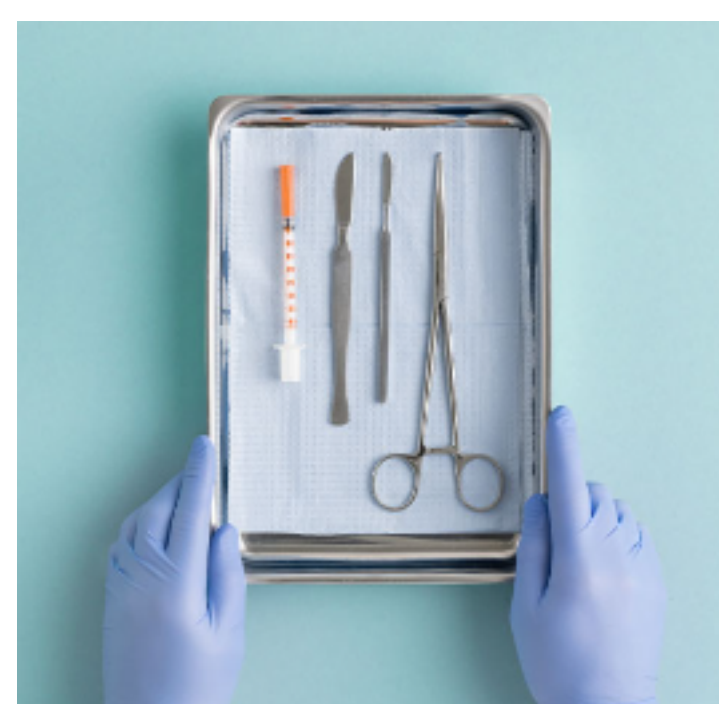
[TO THE PRESS RELEASE](#)

» We are thrilled to have the new, experienced specialists in our team so that we can meet the high level and rapidly increasing demand from medical technology manufacturers and their customers internationally for our **BYRD technology** and our expertise.«

**Björn Bayard** | Founder and Managing Director of BAYARD

## BYRD b-healthy

With **b-healthy**, we provide you with a pre-configured solution for Product Content Management in healthcare, based on our **BYRD technology**.



The end-to-end solution enables healthcare companies to maintain their product content uniformly in one system and to distribute it, quality-assured to customers, purchasing groups, and regulatory authorities worldwide such as **EUDAMED, GUDID, FDA, LIR, or UDI**.

[TO THE PRODUCT DEMO](#)

If you want to optimise your data management, **please feel free to contact us**. Our experts are at your side, and together we will find the right solution – tailored to your individual needs.

We look forward to hearing from you.

Best regards  
Björn Bayard and the BAYARD Team



**BYRD – The Product Content Lifecycle Management Technology**. With **BYRD** we offer a smart Product Content Lifecycle Management technology with industry-specific packages that can be used out-of-the-box with no customisation or implementation effort.

[MORE ABOUT BYRD](#)

Bring your Product Content to Life.



BAYARD GmbH | Agrippinawerft 30 | 50678 Cologne | Germany  
Amtsgericht Köln HRB 75610 | CEOs: Björn Bayard, Mark Michaelis  
©2024

If you no longer wish to receive this email (to: {EMAIL}), you can unsubscribe [here](#) free of charge.