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Make retail great again!
NEECOM

Simple. Secure. Seamless.
Your key to healthcare communications.

October 12, 2017



Thank you for coming

- Attendees
- Sponsors
- NEECOM leaders



Quick history of X12

- Early EDI was vertical dependent (transportation, warehouse, retail)
- X12 was created to be cross industry
- Some of the other existing standards were rolled in.
- Many stayed out.
- Industries came to create their messages - solve their business problems
 - Paper (Bookstore to publisher)
 - Apparel (Retail to apparel to textile)
 - Automotive
 - Healthcare



Today

- Healthcare was written into law - nowhere near complete - they are still participating
- Amazon and Walmart - expanded on X12
- Automotive - still around
- Energy - going strong
- Apparel - all overseas
- Brick and mortar stores failing



Shopping mall as an experience

- Teenagers
- Recreation (play areas for kids)
- Families
- Friends
- Entertainment
- How do we leverage this to help the anchor stores?



Saving brick and mortar stores

- Does your livelihood (directly or indirectly) depend on their existence?
- Can you improve your livelihood by helping mega companies grow?
- Do you want to:
 - Improve your shopping experience?
 - Supply goods to retail stores?
 - Set up your own on-line retail environment?



New cross-vendor tools

- Business case
 - Need to direct customers to your facility
 - Need to make shopping experience better
 - Electronics
 - Apparel
 - Grocery
- Some online services have a virtual monopoly
- Many do not
- How do we make it easier to implement new tools?
- Building blocks



New building blocks needed

- Consumer to doctor
- Consumer to pharmacy
- Consumer to grocery
 - In stock?
 - Location?
 - Price compare?
- Consumer to department store
 - Apparel add-ons
- Coupons
- Push vs pull



How to create new building blocks?

- Come up with an idea for message and architecture
- Convince a major sponsor
 - In the 1980's it was the CEO of General Motors
 - SES current project has recruited national payers and EMR vendors - inspiring standard development is easier than selling product and services.
- Find like minded individuals
- Create a new group inside of X12



Do not be shy

- 1975 - some said to me “I will help you make a business out of your ideas - I just want a small percentage”
- What are your ideas?



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Q&A / Thank You

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