3. The benefit of Master Data Management is merges and acquisition. Every organisation has their own master data; therefore, mergers and acquisitions often involve merging data from similar systems. For an example, provider from two different EMR systems can share the data across the organisation. Second, It can help to exchange health information of patient across locations and organisation. It able to help to coordinate master data. For an example, a doctor can get the patient’s details immediately from other hospital.

4. the activities of B2B that can be applied in ABC hospital are having a company website. ABC hospital can have their own Extranet which is only available for customers and registered site users. Therefore, it can sell directly from the site, thus effectively conducting electronic retail with other companies. Next, agent can purchase products from suppliers, request bids and also bid for purchases at the desired price in e-procurement sites. ABC hospital can also having a brokering website to act as intermediaries between providers and potential customers who need their specific services such as renting equipment. Other than that, ABC hospital also can have information site to provide information about specific industries to the hospital and the employees. Information sites included specialized search sites and sites of trade and industry standards organisation.

The activities of G2B that can be applied in ABC hospital are Salesforce innovation management. Its can use to improve collaboration between the department of defense and contractors by using a single platform to automate processes, gather information, communication, advance work processes and provide all the materials needed to make better decision.