



# GS1 Standards & System Development Newsletter

N° 16 - March 2012 edition



## TABLE OF CONTENTS

GSMP inherent continuous improvement	1
Boosting understanding of the GS1 Architecture	3
Major Release of GS1 XML published	4
New version of GS1 General Specifications published	5
GS1 Global Office GEPIR Hosting Services now offers item information option	5
Progress on revised Federated Object Name Service standard	6
New workgroup creating BarCode EPC Implementation Guidelines	7
Coming soon: GDSN Major Release	7
Data Quality initiatives planned for 2012	8
Insight into what GS1 MOs are doing with Data Quality	8
New GPC Standard published	9
A few minutes with Barb Munro from Kraft Foods	9
Patient ID/Caregiver ID takes important step forward	10
Progress towards network-centric ePedigree & product ID authentication	11
Announcing the National Healthcare Reimbursement Number (NHRN) AI	12
GDSN Healthcare Use Cases near completion	13
GS1 System supporting Transport & Logistics operations	14
GS1 AIDC Fresh Foods Sold at Point-of-Sale Implementation Guide	14
Digital Coupons Working Group entering design phase	15
Results are in from Trusted Source of Data pilot project	15
Hello & Goodbye: Farewell to dear friends, welcome to new colleagues	16
Save the date for the Fall 2012 Event in Dublin	16

## GSMP Inherent **Continuous Improvement**

*Pursuing our efforts to deliver a best-in-class standards development process*

The year 2011 was a complex but enriching one for everyone involved in the GS1 Global Standards Management Process (GSMP). We have migrated to one process and we have implemented a series of initiatives to bring better clarity and transparency to the GSMP.

We now have our eyes on the horizon and we look forward to leveraging the momentum to implement initiatives that increase participation and improve development efficiencies.

Our primary focus continues to be on the harmonisation, simplification and integration of all activities. We continue to implement operational processes and project management disciplines necessary to effectively measure and manage what we do. Effective measurement and management will support our objectives of delivering a best-in-class GSMP.

Three main initiatives for the year ahead

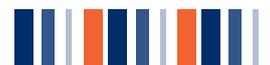
We have three main challenges to face this year:

**1. Identify and deploy a GS1-wide participation strategy**  
Members and Member Organisations (MOs) agree that it's time to address GS1-wide participation at a more strategic level and explore the many dimensions, challenges and opportunities in securing consistent and high quality levels of GS1-wide participation in working groups, standards maintenance groups and events.

We have already completed several work sessions on this topic with a wide variety of GS1 colleagues and community members. A team of Member Organisation and Global Office staff are working on this important initiative and will deliver a comprehensive program designed to drive participation in all areas of GS1. This strategy will also incorporate efforts to clarify and improve upon our IP policy and process, as this can impact timely participation if not addressed early enough in the process. Currently we are analysing participation patterns and surveying work group participants to capture the user experience part of participation. This analysis has already provided some great insights that will help identify opportunities for improvement. We will report back on our progress in future editions of this newsletter, so stay tuned!

Key words for the GSMP in 2012:

**harmonisation, simplification, integration**



# Always **improving and evolving**



## **2. Provide better access and transparency into the status of GSMP processes and projects**

In December 2011, we announced the launch of our GSMP Insight Initiative, devoted to improving access to and transparency into all GSMP information and activities.

As a start, we standardised our terms and their usages and we have implemented consistent GS1 branding throughout our GSMP communications. We have also developed an updated series of reporting capabilities that are based on our updated information management framework, with the intent to deliver consistent and accurate GSMP reporting via an automated environment.

GSMP Insight supports several levels of automated communications. There are executive-level and management-level GSMP reports, and we have also developed a more detailed GSMP quarterly review that will provide a detailed view of activities, risks, project forecasting and metrics reporting.

Furthermore, we have published a set of simplified "At A Glance" documents to support our users' understanding of the GSMP Process, GS1 Governance Process, the GSMP Central Operations (COPS) process as well as transparency into our governance groups with published agendas prior to meetings and the minutes that follow.

"When I started here a year ago, I told the team: 'We can do better.'"

Today, we all share the vision that 'We can do better.'

If I am fortunate enough to still be here in a year's time, in three years, in five years, I know we will all still believe 'We can do better.'

We will always be working on ways to improve the GSMP."

- Bob Bersani -

We are about to implement our new automated work request system to support improved work request management, tracking and reporting. We have also developed a project reporting system referred to as ACT and will begin publishing project dashboard reporting. This on-line application will provide real time access at the management and project level for all GSMP development initiatives.

Our work on GSMP Insight activities will be an on-going activity. Watch for further updates as we identify other opportunities to improve the Standards Development process.

## **3. Clarify our Intellectual Property (IP) Policy and its administration**

We recently concluded an analysis of our IP policy and its administration, accompanied by a cursory review and benchmarking of other standards organisations' IP policies. We confirmed that GS1 is unique in our mission of delivering to its members multi-industry, royalty-free standards, to the greatest extent possible.

We identified opportunities for improvement in our administration of the policy and education materials. We have developed a plan for IP Policy clarification and simplification, including changes to the administration of our IP Policy and a general overhaul of IP content and support material, always in light of our main goal to harmonise, simplify and integrate content. We released a rapid eLearn module about the IP Policy and are simplifying materials and communications. Watch for more news about this effort in our newsletters and weekly communications.

**Download resources and information about the GSMP, including our new "Insight" reports, "at-a-glance" documents, and IP Policy eLearn Module :** [www.gs1.org/gsmpprocess](http://www.gs1.org/gsmpprocess)

**Download current and back editions of the GSMP Weekly Communication and the Standards and System Development Newsletter :** [www.gs1.org/gsmpp/news](http://www.gs1.org/gsmpp/news)



GS1 Industry & Standards Event, September 2011, Cologne Germany



## **Boosting understanding of the GS1 System Architecture**

*Two new documents are now available for download*

The GS1 System — the most widely used supply chain standards system in the world — comprises the standards, guidelines, solutions and services created in formalised and collaborative GS1 processes. A document called “The GS1 System Landscape,” released early 2011, enumerates, summarises and categorises all GS1 Standards.

For the first time, the entire GS1 System is described in one single, simple to read and comprehensive document :  
**The GS1 System Architecture**

The development of the GS1 System is based on defined principles. A new version of these “GS1 Architecture Principles” has recently been issued. Principles that were missing have been added; principles that were not adding value have been removed; a few corrections were

made to other principles as needed; and an effort was made to improve the overall clarity of the principles, in the light of experience of applying them.

Indeed, applying the principles in practice during the development of the GS1 System will enable us to continue offering a world-class system of standards for the benefit of a growing number of users from multiple sectors.

We have also recently published a new technical reference document called “The GS1 System Architecture”. Its target audience is large and includes GS1 MOs, users, solution providers and other external parties who want to understand the GS1 System. Our intent is to maintain and re-publish this document every year.

The GS1 System Architecture document is articulated around the “Identify, Capture and Share” concepts. It provides an architectural view of how the components of the GS1 System fit together and the principles that underlie the entire system. It will help guide the development of future standards.

**Download the GS1 System Architecture, the GS1 Architecture Principles and the GS1 System Landscape here :**

[www.gs1.org/gsm/process/arch\\_group](http://www.gs1.org/gsm/process/arch_group)

**Questions or comments? Contact Henri Barthel : [henri.barthel@gs1.org](mailto:henri.barthel@gs1.org)**

### **New Architecture Group Members**

We are pleased to welcome two new members to the Architecture Group: Steve Pettinger of Wal-mart and Tony Zhang of FSE Inc. To learn more about the Architecture Group and its roles, responsibilities and outputs, visit the GS1 Architecture webpage :

[www.gs1.org/gsm/process/arch\\_group](http://www.gs1.org/gsm/process/arch_group)



# Building standards, supporting implementation

## Major Release of GS1 XML published

*Version 3.0 provides new messages and streamlined technology*

GS1 has recently published a new Major Release of its GS1 XML standard. This 3.0 version is the result of our efforts to respond to user feedback and meet new user requirements.

It brings a variety of additions and improvements, including :

The changes will elevate GS1 XML from 'good' to 'great'

- **New Transport & Logistics Business Message Standards**, which – because they are based on the Logistics Interoperability Model (LIM) – ensure a coherent application of beginning-to-end processes.
- **New Product Recall Business Message Standards**, which define the process and information necessary to effectively manage product recalls between trading partners anywhere in the world, communicate product safety issues and stop continued sale or forward logistics information.
- **Enhancement of existing GS1 XML messages**, including facilitating web EDI application, covering legal requirements on invoicing, enabling supply chain standards for the healthcare sector and adding consumer related information; all of which serve to open GS1 XML to new sectors and new functions.
- **Simplified and streamlined XML**, making the technology simpler to implement and easier to understand by removing non-used features and introducing a more compact and efficient structure. We also aligned to international standards to facilitate cross-sectorial exchange. These changes will elevate GS1 XML from good to great by providing simplicity while retaining the power of XML.

GS1 XML Business Message Standards are available for download in the GS1 Standard Knowledge Center :

[www.gs1.org/gsmp/kc/ecom/xml/xml\\_v\\_3](http://www.gs1.org/gsmp/kc/ecom/xml/xml_v_3)

GS1 XML 3.0 offers over 25 business message standards supporting the major supply chain processes

### GS1 XML 2.x already supported :

- the order-to-cash process
- advanced replenishment scenarios, such as supplier managed inventory and consignment inventory
- advanced settlement scenarios, such as evaluated receipt settlement and self-billing

### GS1 XML 3.0 adds new standards for :

- transport planning and transport execution
- product recall

### Future versions will add :

- support for 3rd party warehousing
- support for the packaging artwork design process



# Building standards, supporting implementation

## New version of GS1 General Specifications published

*Updates and additions for new sectors and new business needs*

A new version of the GS1 General Specifications was published in January 2012. The GS1 General Specifications are the foundation of GS1's Automatic Identification and Data Capture Standards. They explain how to use GS1 Application Identifiers within GS1 AIDC Application Standards, via both bar code and EPC/RFID technologies.

The new version includes a large number of changes to help support the fresh foods sector, B2C extended packaging, the electricity supply market, and the finance industry.

Important updates and additions in this new version:

**Fresh Foods GTIN Allocation Standards & Application Standards for Variable Measure and Loose Produce**, designed to help GS1 Members migrate from Restricted Circulation Numbers (RCNs) to GS1 GTINs for Fresh Variable Measure and Loose Produce Items Scanned at Point-of-Sale, resulting in greater efficiency and visibility.

**Managing Multiple Bar Codes (MMBC): B2C Extended Packaging**, standards which address situations where consumers are scanning packaging before and after purchasing the items using mobile devices to obtain additional information about the item.

**Identification of Metering Points via the Global Service Relationship Number (GSRN)**, standards designed to streamline and secure cooperation between suppliers of electricity and the suppliers for the electricity distribution services, specifically in northern Europe (Germany, Netherlands, Denmark, Norway, Belgium, Finland and Sweden). The updated standards specify that the GSRN is the GS1 Key for the identification of the relationship between the network service providers and the suppliers of utility products such as electricity

**Global Document Type Identifier (GDTI) for Financial and Virtual Documents**, updates that allow GS1 Members to meet regulations imposing the need to uniquely identify and retain more documents while maintaining the structure that many industries have previously implemented. Additionally, the GDTI now officially includes the identification of virtual documents.

Other changes include:

- Clarifications on healthcare-specific Human Readable Interpretation (HRI)
- Clarifications on the allocation of SSCCs
- Allocation of GS1 Global Company Prefixes
- Minimum X dimension changes for the US coupon industry
- Clarification on GS1-8 prefixes
- Corrections and clarifications on mandatory associations
- Further alignment with the GSMP Style Guide

To obtain this version of the GS1 General Specifications, contact your local GS1 Member Organisation : [www.gs1.org/contact](http://www.gs1.org/contact)



## GS1 Global Office GEPIR Hosting Services now offers item information option

*New functionality adds value to users of the GS1 System*

GEPIR is the Global Electronic Party Information Registry, an Internet-based service that gives access to basic contact details for over one million companies that use GS1's globally unique numbering system in countries around the world.

The GS1 Global GEPIR Hosting Services provide a way for Member Organisations (MOs) to participate in the GEPIR network without having to build their own local GEPIR service. Currently, 57 MOs utilise this service to participate in GEPIR.

Until now, the GS1 Global Office GEPIR Hosting Services provided for the hosting of GS1 Company Prefix ownership and the related Party information related to GTIN, GLN and SSCC, the GS1 Keys currently supported by GEPIR.

However, in response to the increased interest from hosted GS1 Member Organisations, the GS1 Global Office GEPIR Hosting Services now provides an option to manage Item Information in the GEPIR Network.

Hosted GS1 Member Organisations can now use the GEPIR Hosting Services to communicate a baseline set of information about individual items.

With this new item information option, hosted GS1 Member Organisations can use the Hosting Services to communicate a baseline set of information about the item itself, based on the GEPIR item model. This small set of item data helps the end user determine if the GTIN that is being inquired about is consistent with the actual product in question.

This additional functionality further enhances the value of the GEPIR network for the MOs and the users of the GS1 System.

Download our factsheet about GEPIR : [www.gs1.org/docs/gepir/GEPIR\\_Factsheet.pdf](http://www.gs1.org/docs/gepir/GEPIR_Factsheet.pdf)

Contact Sean Lockhead for more information : [sean.lockhead@gs1.org](mailto:sean.lockhead@gs1.org)



# Building standards, supporting implementation

## Progress on revised Federated Object Name Service standard

*New standard would help companies deploying services for their products*

Do you deploy services for your products? Then you might be interested in GS1's proposal for Federated Object Name Service standard.

The standards describing the original Object Name Service, known as ONS, were ratified in 2005. Further ONS Requirements were developed and approved in March 2010.

Via the workings of the GSMP Federated Object Name Service Mission Specific Working Group (FONS MSWG) – a group whose charter was one of the very first to be created in the new GSMP in March 2011 – changes have been proposed to the existing GS1 EPCglobal ONS standard.

The proposed changes include expanding the ONS standard's capability beyond the confines of its current single node at onsepc.com to a federated architecture spread over multiple peer nodes; the Object Name Service would then become Federated Object Name Service, or FONS.

The new version would also allow interest groups to dynamically define services of their own.

The target audience of the new standard includes GS1 users who are interested in deploying services for their products, industry groups interested in developing new standards, and service providers interested in implementing those services.

For example, FONS enables discovery of mobile commerce data for those interesting in providing information to the consumer at point of purchase and it enables anti-counterfeiting by providing a direct connection to the brand owner for verification of authenticity.

The FONS Mission Specific Working Group (FONS MSWG) will meet at the GS1 Industry and Standards Event in Brooklyn, New York in March 2012, to finalise comments received following a period of Community Review, finalize Conformance Requirements, and prototype a test plan. Their goal is to have a ratified standard by the end of June 2012.

**Read about the FONS Mission Specific Working Group (FONS MSWG) on the Community Page :**

[www.gs1.org/gsmc/community/working\\_groups/gsmc#FONS](http://www.gs1.org/gsmc/community/working_groups/gsmc#FONS)

**Contact the Mark Frey, the group's Process Manager :**

[mark.frey@gs1.org](mailto:mark.frey@gs1.org)



# Building standards, supporting implementation

## New working group creating BarCode EPC Implementation Guidelines

*Facilitating interoperability between bar codes and RFID tags*

The GS1 GSMP has a new Mission Specific Working Group (MSWG) which was formed to develop a guideline that explains the proper implementation of existing standards in order to facilitate understanding and interoperability between bar codes and RFID tags. As detailed in our Charter, the key scope items to be included in the Guideline are as follows :

- Ensure the serial number of a Serialised GTIN (SGTIN) is the same whether it is programmed into a bar code or a Gen 2 RFID tag
- Read a GEN 2 RFID tag or bar code and generate a GS1 element string
- Document proper bar code marking for returnable assets identified by serialized Global Returnable Asset Identifiers (GRAIs)
- Document best practices for use of bar codes, RFID tags, including Application Identifiers
- Specify how ERP or database records containing plain GS1 keys may be searched for records that match physical objects indicated in an EPC Information Service (EPCIS) event



We are just starting our effort to develop a working draft, after a series of calls during which we developed an outline.

The group holds telephone meetings every Thursday at 10:00am EST. Interested? Please join us!

**Read about the BarCode EPC Implementation Guidelines Working Group in the Community Room :**

[www.gs1.org/gsmc/community/working\\_groups/gsmc#BAREPC](http://www.gs1.org/gsmc/community/working_groups/gsmc#BAREPC)

**Contact Mark Frey, the group's Process Manager :**  
[mark.frey@gs1.org](mailto:mark.frey@gs1.org)

## Coming soon: GDSN Major Release

*New architecture will bring greatly enhanced user experience*

In 2012, GS1 will reach a significant milestone when the GDSN Major Release project engages the user community.

This Major Release of the GS1 Global Data Synchronisation Network (GDSN) will feature a new architecture that will enhance user experience, increase flexibility, reduce complexity and boost system validation capabilities.

The release is the fruit of community work on more than 120 user-submitted work requests relating to the Trade Item, Price Sync and Catalogue Item Sync Standards, among others. It also incorporates the Modular Item Architecture, an important project on which we have been working for several years.

### Introducing Context

One key change to both the network and its associated business practices will be the introduction of context, which provides attribute usage customization by Industry.

Context in GDSN will add value by providing a way to precisely determine an industry's utilisation of an attribute, component, message, or business/validation rule.

Context is a new core operating principle and an enabler for many of the efficiencies that will be obtained with GDSN Version 3.0. Context will enable the adoption of GS1 standards by the GS1 community in a more business-friendly way.

In brief, context defines the environment in which business information is used. The application of context is a structured way to classify business scenarios by industry and geography using a specified set of context categories and their associated values

Talking the example of trading partners sending a despatch advice in France for meat products, the context could be "Sending Despatch Advice\_Meat Products\_France" which reflects the relevant process, product classification and geopolitical area for this situation.

By supplying specific information required by the Industry and/or geography, including attributes, components and any associated business rules, context provides the means for users to receive all of the information required for their specific business or industry.

**Subscribe to the GDSN News Bulletin to stay up to date on this Major Release's progress through implementation into the network. Contact Anouk Chavel to subscribe :**

[anouk.chavel@gs1.org](mailto:anouk.chavel@gs1.org)

# Building standards, supporting implementation

## Data Quality initiatives planned for 2012

### *Defining and developing a unified approach to DQ*

As one of our Strategic Pillars and a key 2012 area of focus, GS1 Data Quality has many initiatives underway with the goal of achieving best-in-class DQ for both B2B and B2C.

Liz Crawford, who has recently joined GS1 as Director of GS1 Global Office Data Quality, and the Data Quality Steering Committee (DQSC) are focused on defining and developing a unified approach to DQ with the following efforts currently underway:

- MO Inventory of DQ Programmes Report: published in February 2012 (read more in the next article)
- Definition of DQ Validation Rules: work in progress
- Definition of global DQ KPIs, measures and reporting: work in progress
- Improvements and updates to the Data Quality Framework and Implementation Toolkit, which will incorporate the fruit of all of the above efforts

Furthermore, in the coming weeks and months, the DQSC and GS1 Global Office will be working on improving DQ training materials, our section of the global GS1 website and our support collateral.

We're driving to increase awareness of DQ programmes and training while also launching additional DQ efforts to support the business requirements that have been identified from other key GS1 initiatives.

**Help drive this step change in Data Quality! Join the Data Quality Steering Committee. Contact Liz Crawford for how-to details : [liz.crawford@gs1.org](mailto:liz.crawford@gs1.org)**

## Insight into what GS1 MOs are doing with Data Quality

### *New report provides comprehensive assessment of global DQ landscape*

The MO Inventory of Data Quality Programmes Report was published by the GS1 Data Quality Steering Committee (DQSC) in February 2012. This 40-page document is a comprehensive assessment of Data Quality (DQ) activities currently deployed, in development, or planned by GS1 Member Organisations (MOs). It also provides a look into short and long-term priorities MOs are considering, for which DQ has a significant impact.

Twenty-three GS1 MOs, all considered leaders in Data Quality, participated in the survey and provided responses to a series of in-depth questions regarding their DQ accomplishments. According to almost all of them, DQ is expected to grow in importance over the next three to five years.

This report is an excellent source of information for anyone wishing to better understand the global DQ landscape and the various tools and services available from GS1 MOs.

**Download the full report from the GS1 Data Quality web page : [www.gs1.org/gdsn/dqf/library](http://www.gs1.org/gdsn/dqf/library)**

**For additional information please contact Liz Crawford, Director Data Quality & GDSN : [liz.crawford@gs1.org](mailto:liz.crawford@gs1.org)**



# QUALITY



# Building standards, supporting implementation

## New GPC Standard published in January 2012

*New Bricks expand classification into many new industries*

A new version of the Global Product Classification (GPC) Standard was published in January 2012 and will soon be implemented into the GS1 Global Data Synchronisation Network.

This implementation of GPC brings valuable new content, such as new Bricks which expand classification in industries including digital media, cereal, wine & beer, fresh foods, automotive lights, bulk containers, foot care, and personal intimacy.

You can access the GPC January 2012 Publication in the GS1 Knowledge Centre :  
[www.gs1.org/gsmf/kc/gpc](http://www.gs1.org/gsmf/kc/gpc)

For more information, contact Mike Mowad :  
[michael.mowad@gs1.org](mailto:michael.mowad@gs1.org)



## A few minutes with Barb Munro from Kraft Foods

**Q: You have been involved in the GSMP for many years. Have you seen a change in the past twelve months?**

I have indeed seen some changes. For example, in these volatile economic times, it is more important than ever before to be focused on relevant tasks. The 'typical' GSMP participant has more work on his or her plate than in the past, so we all are finding that we really have to concentrate on the things that truly matter. We must continue to deliver the vital, foundational benefits that GS1 standards bring to all of us, but now we have to do it with even more razor-sharp focus.

"Let's keep evolving, let's keep reinventing ourselves!"

**Q: Is that a challenge?**

Actually, I think it's an opportunity. We have the chance to be able to dream up new models of participation and new ways to enhance productivity and communication. The old ways just aren't getting us where we need to go anymore. The world has changed. We have to do more work with fewer people in less time. The opportunity is that we get to figure out how to do that, how to make it work. I think of the Internet, Twitter, blogs, and other collaborative technological tools and I wonder: how might we harness those forms of communication to enhance our work and boost participation?

**Q: This interview is being published in a newsletter that most active participants in the GSMP will read. What message would you like to share with them?**

Only one message? That's a tough one. I guess I would say: "Let's keep evolving, let's keep reinventing ourselves. We must continue to adapt quickly so we stay relevant."

*Barb Munro is Director of Business to Business Information Systems, Industry Relations & Standards Advocacy at Kraft Foods. She has been active in the GSMP since 2002.*

*During our discussion, she noted how very personally and professionally enriching her work with the GSMP is: "I meet so many interesting people, with varying experiences and expertise, from so many different cultures and backgrounds. It is a wonderfully broadening opportunity. I have built sustainable professional relationships, but I've also made real friends."*



## Specific solutions for industry sectors

### Patient ID/Caregiver ID takes an important step forward

#### *New GS1 Application Identifier offers more precise and specific identification*

After eighteen months of intense work, the GSMP Patient ID–Caregiver ID Working Group recently completed a very important step: They have approved a change to the GS1 General Specifications.

The change includes a more precise definition of the existing AI 8018 and introduces a new AI to identify the provider of a service (example: a caregiver, or a company in a loyalty schema).

The new AI 8019 Service Relation Instance Number (SRIN) serves as an attribute to AI 8018 and can be used to capture a more precise and specific segmentation of the treatment of a patient. For example, when the patient's identification wristband has to be replaced after a radiology examination, the SRIN permits to capture and document that change. If the GSRN is used on both the identification band and on a test-tube, the SRIN permits to distinguish them from each other.

The Working Group based its efforts on user experience gathered from around the world, as well as input from hospital transfusion departments and other users of the ISBT 128 standard.

The group has verified the adequacy of this solution with various "workarounds" to the usual care process described in academic publications; this is particularly important when compliance of AIDC processes at the point of care is challenged.

The next task for the working group is the development of an ISO technical specification and guidance on how to implement the new standard.

**For more information on this Working Group, contact Christian Hay : [christian.hay@gs1.org](mailto:christian.hay@gs1.org)**

The Patient ID–Caregiver ID Working Group included active participation from the Joint Initiative Council (JIC), a global initiative of leading healthcare standards development organisations (SDOs) to harmonise standardisation efforts. ([www.jointinitiativecouncil.org/](http://www.jointinitiativecouncil.org/))

### Introducing AI 8019 Service Relation Instance Number (SRIN)



# Specific solutions for industry sectors

## Progress towards a solution for network-centric ePedigree and product ID authentication

### Boosting "Share" for traceability in healthcare

The GS1 System is articulated around the three foundational concepts of "Identify, Capture and Share."

In the six years that GS1 Healthcare has been working to enhance the GS1 System of Standards for the healthcare sector, much has been accomplished by the Healthcare AIDC Work Group in the "Identify" and "Capture" areas of GS1 standards. Work has also been achieved by the Healthcare GDSN Work Group in the Master Data sub-section of the "Share" area.

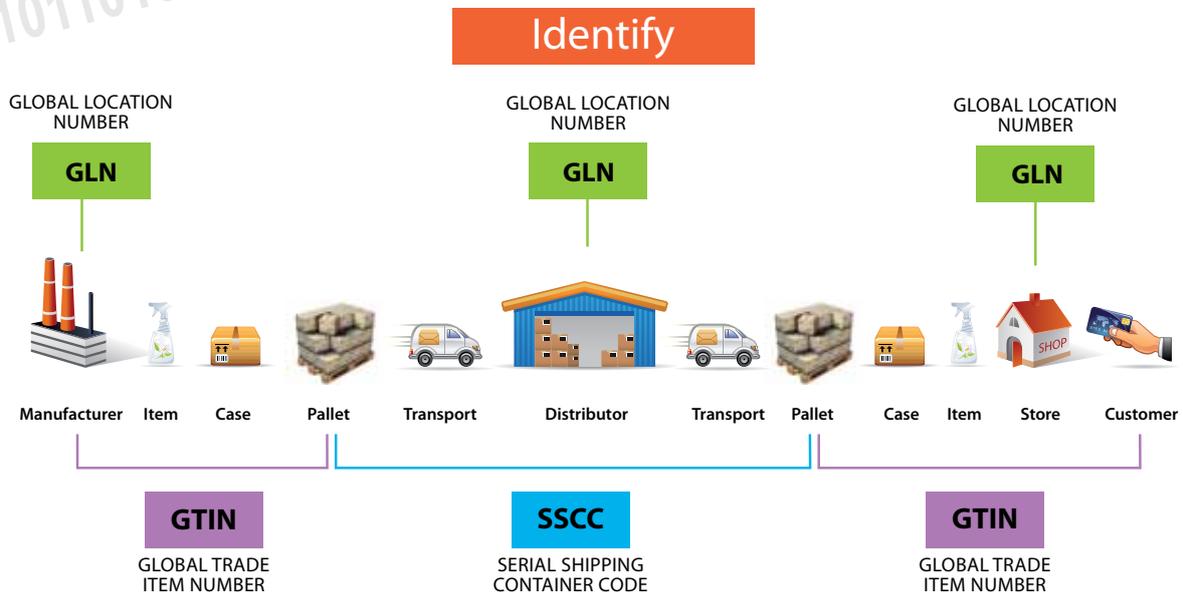
Since 2010, the Traceability in Healthcare Work Group has been focused on completing the remaining two sub-sections of the "Share" area: Transactional Data (GS1 XML and EANCOM) and Physical Event Data (EPCIS).

We have focused our efforts on two core use cases:

1. Chain of Custody/Chain of Ownership, abbreviated as "CoC/CoO" and also referred to as "Pedigree"
2. Product Identifier Authentication (PIA)

For the CoC/CoO use case, we are working to enhance GS1 EPC standards to enable what has come to be known as the "network-centric ePedigree" or an "event-based ePedigree".

*(continued next page)*



## Specific solutions for industry sectors

The gathering of Business Requirements for both CoC/CoO and the Product Identifier Authentication and their subsequent technical analysis resulted in a number of technical model choreographies.

We also analysed the results of the related survey to prioritise the models for standards development and to determine what Work Requests (WRs) must be submitted to address where new standards are required or to address gaps in existing standards.

The Traceability in Healthcare Work Group will disband on March 31, 2012. Its ongoing Work Requests (and all future work it would have covered in the past) will be routed to the GSMP Traceability and Event Sharing Standards Maintenance Group.

View a video of the technical model choreographies we developed : [www.gs1.org/healthcare/traceability/survey](http://www.gs1.org/healthcare/traceability/survey)

Join the Traceability & Event Sharing Standards Maintenance Group :

[www.gs1.org/gsmc/community/working\\_groups/gsmc#TRACE&EVENT](http://www.gs1.org/gsmc/community/working_groups/gsmc#TRACE&EVENT)

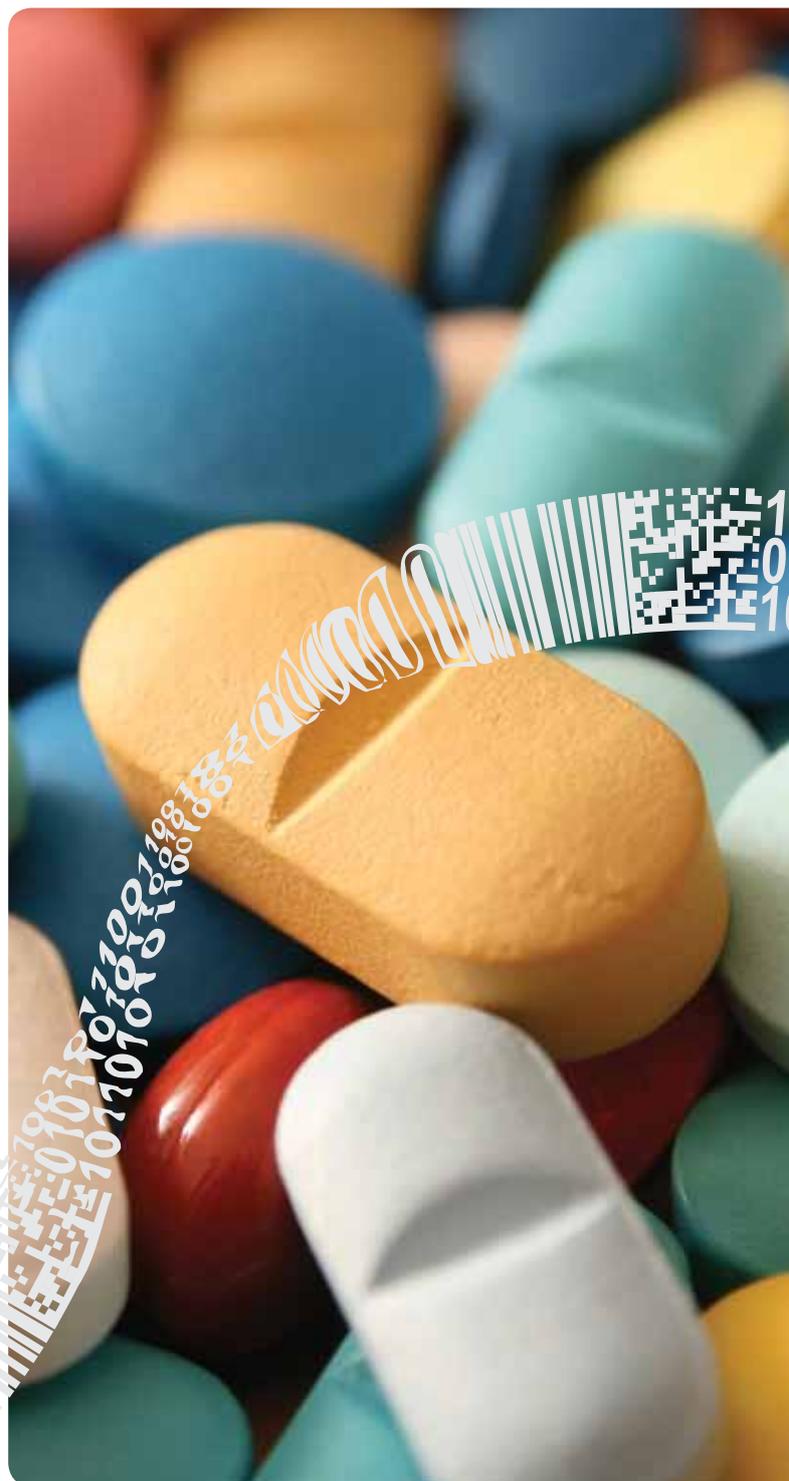
### Announcing the National Healthcare Reimbursement Number (NHRN) Application Identifier (AI)

*New GS1 Application Identifier offers a way to associate national numbers with GS1 standards as a path of migration*

GS1 Healthcare, the global Healthcare user group, firmly believes that all Healthcare products should be identified through the use of a GS1 GTIN. However, in some countries today there are national numbering schemes for pharmaceutical product identification already being used. These are generally referred to as “national numbers”. Often these are used to facilitate reimbursement processes and are embedded within regional IT systems, business processes and even legislation which present challenges for these countries to move to the global solution of identification via the GS1 GTIN. These national numbers are also sometimes required on the product packaging in a machine-readable format such as in a bar code symbol.

To address the business need of global healthcare supply chain partners faced with the application of national numbers, GS1 has developed and approved a new standard creating a GS1 Application Identifier for use with national numbers, the “National Healthcare Reimbursement Number” (NHRN) AI.

With this new Application Identifier, it is possible to associate the national number with the global GTIN identification number within database systems and data carriers (e.g. GS1 BarCodes) in a GS1 compliant way.



This will allow, where necessary, a GTIN and national number to be held in the same bar code symbol so that both can be captured with a single scan. Like all other GTIN attribute Application Identifiers, the NHRN AI must always be used in combination with a GTIN.

For more information on the National Healthcare Reimbursement Number Application Identifier, contact GS1 Healthcare or your local GS1 Member Organisation : [www.gs1.org/healthcare/about/contact](http://www.gs1.org/healthcare/about/contact)



## Specific solutions for industry sectors

### GDSN Healthcare Use Cases near completion

#### *Matching information with the purpose of use to improve processes*

We know from experience that local implementations of data synchronisation are based on local requirements – which are not always harmonised at a global level.

This lack of harmonisation increases implementation barriers for multinational organisations which must try to accommodate various data models. Too often, this leads to delays in adoption and implementation of the GDSN and other GS1 standards.

As an additional challenge for the healthcare sector, regulators in North America and in the European Union are planning to introduce regulation for Unique [medical] Device Identification and will be developing separate databases with different data requirements.

#### Healthcare Use Cases under development :

- Tendering/Sourcing
- Contracting
- Procurement
- Order and Invoice Management
- Reimbursement Codes and GTINs
- Regulated Product Formulations and Target Markets
- Logistics
- Logistics for Distribution Channel
- Medicines Dispensing (Patient Safety)
- Consignment Management
- Unique Device Identifier



The objective of the GDSN Healthcare Use Cases initiative is to enable the efficient exchange of accurate and complete product information across the healthcare value chain. The exchange of information is facilitated by the use of the GS1 GDSN, its Certified Data Pools and the GS1 Global Registry, all of which combine to ensure that a customer's and a regulator's database is aligned and current with those of manufacturers.

The Use Cases will provide a common data model for the most common processes that require reliable product information. The goal is to improve key business processes and ultimately patient safety.

Our work on developing these use cases is near completion. Watch for full details in future editions of this Systems & Standards Development newsletter, or on the GS1 Healthcare section of our global website.

**Not yet subscribed to this Systems & Standards Development newsletter? Send an email to : [kelly.rhoades@gs1.org](mailto:kelly.rhoades@gs1.org)**

**Visit the GS1 Healthcare section of our global : [www.gs1.org/healthcare](http://www.gs1.org/healthcare)**



## Specific solutions for industry sectors

### GS1 System supporting Transport & Logistics operations

*Recent achievements take us further along our journey*

Progress has been made over the past several years to develop components of the GS1 System specifically to support our user community's activities in Transport and Logistics operations.



Among our recent significant achievements:

- Our new strategy to support GS1's growth and adoption in the Transport & Logistics sector has been formally approved by the GS1 Board.
- New GS1 eCom XML standards for Transport Management have been released. These standards will bring value to transport and logistics companies and their customers by improving traceability of goods and shipments and reducing trading partner deployment costs.
- We are actively engaged in the GS1 GSMP Transport & Logistics Industry User Group along with 11 GS1 Member Organisations.

In 2012, we will be placing a particular emphasis on supporting the drive towards adoption and implementation. We will also be working to get more key transport and logistics players involved in the User Group. Join us to learn how the GS1 System can be a vital part of improving operational efficiency in your business.

**Be part of the Transport & Logistics Industry User Group: Download the Call for Interest :**

[www.gs1.org/1/intouch/assets/GS1-T&L-Call-for-interest.pdf](http://www.gs1.org/1/intouch/assets/GS1-T&L-Call-for-interest.pdf)

**Learn about local and even cross-border initiatives planned in this domain: Contact your local GS1 Member Organisation :**

[www.gs1.org/contact](http://www.gs1.org/contact)

**For more information, contact Audrey Kremer (GS1 T&L Group Manager) and Nora Kaci (GS1 T&L Marketing) :**

[Audrey.Kremer@gs1.org](mailto:Audrey.Kremer@gs1.org) and [Nora.Kaci@gs1.org](mailto:Nora.Kaci@gs1.org)

### GS1 AIDC Fresh Foods Sold at Point-of-Sale Implementation Guide

*Fresh food retailers and suppliers, get ready for GS1 DataBar*

The GS1 AIDC Implementation Guide for Fresh Foods Sold at Point-of-Sale is now available. This guide outlines what retailers and suppliers need to do in order to identify fresh food items at Retail POS and describes the Business Process Changes needed to encode and decode GTIN and/or additional data using GS1 DataBar BarCodes for Variable Measure, Fixed Measure and loose produce fresh food trade items scanned at retail Point-of-Sale.

**Download the Implementation Guide :**

[www.gs1.org/gsm/kc/fresh\\_foods](http://www.gs1.org/gsm/kc/fresh_foods)



# Specific solutions for industry sectors

## Digital Coupons Working Group enters design phase

*Work in progress on the shape and structure of solutions*

Launched in June 2011, the GSMP B2C Digital Coupons Mission Specific Working Group has already identified business requirements and business process. The group's work is now entering the solutions design phase.

With so many consumers using smartphones and tablets, the potential benefits for digital coupons to retailers, manufacturers and shoppers themselves are significant.

The B2C Digital Coupons Mission Specific Work Group was chartered to develop a digital coupon identifier and its attributes, as well as the business process, so that all stakeholders can use a common language. We intend to create solutions for digital coupons that enable increased efficiency, greater accuracy, stronger security, better scalability and an improved consumer experience.

The Working Group will have a face-to-face meeting at the Industry & Standards Events in Brooklyn in March 2012 to continue their work on designing solutions.

**Read more about the Digital Coupons Working Group :**

[www.gs1.org/gsmc/community/working\\_groups/gsmc#b2c](http://www.gs1.org/gsmc/community/working_groups/gsmc#b2c)

## Results are in from the Trusted Source of Data pilot project

*Concrete learnings indicate the path forward*

With internet-enabled smartphones and tablets becoming truly ubiquitous, GS1 aims to become the trusted source of data to support the communication of authentic product data provided by brand owners to consumers, retailers and internet application providers.

As part of our activities to meet this goal, between July and December 2011, we ran a Trusted Source of Data Pilot, during which more than 30 brand-owners in 8 countries provided information on over 900 products; this information was used by 5 internet application providers in their mobile applications.

The pilot was a success: It clearly demonstrated that brand-owners can share consumer-facing digital product information with multiple internet application providers using a global and interoperable approach.

Concrete learnings from the project include the fact that high-quality data is absolutely key, and that the technical architecture must remain simple.

GS1 and relevant stakeholders will now focus on the deployment of the Global B2C Trusted Source of Data (TSD) Framework by developing global standards and guidelines and a common operational model. Local aggregation has already begun in a number of the participating countries and will continue. It is envisaged that more B2C data, conforming to the global framework, will be added while the interoperability standards and the operating model are developed and deployed.

**Read the Executive Summary of the Trusted Source of Data Pilot :**

[www.gs1.org/docs/b2c/GS1\\_TSD\\_Pilot\\_Report\\_Summary.pdf](http://www.gs1.org/docs/b2c/GS1_TSD_Pilot_Report_Summary.pdf)

**Read the full Trusted Source of Data Pilot Report :**

[www.gs1.org/docs/b2c/GS1\\_TSD\\_Pilot\\_Report.pdf](http://www.gs1.org/docs/b2c/GS1_TSD_Pilot_Report.pdf)

**Read about all of our B2C projects and activities :**

[www.gs1.org/b2c](http://www.gs1.org/b2c)



# GS1 Global Office team notes



Two Global Office team members who have been vital to the success of GSMP over the years will soon be savouring well-deserved retirements. While we're happy for them, we're also very sad to see them leave! Best wishes to Melanie Kudela and Tom Heist as they each embark on a new chapter in their lives.



Melanie Kudela began at GS1 in December 1999



Tom Heist began at GS1 in May 1999



We are also pleased to welcome three new people to the Global Office team. All three are tasked with helping to develop and implement GS1 Standards.



Liz Crawford joined the GS1 Global Office in December 2011, as Director Data Quality & GDSN. Liz will be developing and managing the GS1 Data Quality Strategy and Data Quality Framework in conjunction with the GDSN Board, GS1 Data Quality Steering Committee and the GS1 community.



Charlotte Michaels joined the GSMP Team in February 2012 as Senior Technical Writer. Charlotte will provide functional support for all documentation related to the GS1 System of Standards.



Michael Sarachman joined the GSMP Team in January 2012 as Global Standards Director. His tasks include overseeing the functioning of diverse groups of user companies and providing expert input on pertinent business practices and the GS1 System.



**Save the date**



**GS1 Industry and Standards Autumn Event 2012**

8 – 12 October 2012  
Dublin, Ireland

Watch for details on [www.gs1.org/events](http://www.gs1.org/events)

**GS1 STANDARDS & SYSTEM DEVELOPMENT NEWSLETTER IS A PUBLICATION OF:**

GS1 AISBL  
Blue Tower  
Avenue Louise 326, b10  
BE 1050 Brussels, Belgium

T +32 (0)2 788 7800  
F +32 (0)2 788 7899

Publisher: Sally Herbert  
Editor: Kelly Rhoades

For more information, please contact: [kelly.rhoades@gs1.org](mailto:kelly.rhoades@gs1.org)  
or visit: [www.gs1.org](http://www.gs1.org)

