

Dear Healthcare Trading Partner,

GS1 Healthcare is proud to announce a user-led initiative to take significant steps towards the global use of the Global Data Synchronisation Network (GDSN) for healthcare products. This letter is an invitation for participation.

This is an implementation initiative which demonstrates that the GDSN is uniquely positioned to meet current and emerging requirements for electronic product catalogue data, including pending regulatory demands and commercial needs for reliable product data between healthcare trading partners.

In Phase 1, participants will load healthcare products in the GDSN by **16 June, 2009**.

This achieves the key Phase 1 goals of:

- A shared, global set of master product data attributes for healthcare.
- A single global source for this data in healthcare.
- Identifying gaps to help the industry understand the opportunities and barriers for broader implementation.
- Demonstrating that GDSN can be offered as the single source of healthcare product data for interested regulators, trading partners, and healthcare providers.

We Need Your Participation!

Please join us and participate in this important effort. The benefits include becoming an industry leader, gaining experience with GDSN with the support of your peers, and determining your gaps and opportunities now.

GS1 Healthcare welcomes 1SYNC and GHX Health ConneXion (GDSN Certified data pools) to this important effort and looks forward to their assistance in further accelerating adoption and implementation efforts. We also welcome the participation of other GDSN certified data pool with healthcare customers ready to implement.

A more complete description of Phase 1 can be found in the attached briefing sheet. For more information or to join this exciting initiative, please contact Peter Alvarez at peter.alvarez@gs1.org or +1 609 557 4547.

Again, please join us in making this initiative a great industry success!

Best Regards,

Mike Wallace, Abbott
Grant Hodgkins, Alcon Labs
Volker Zeinar, B. Braun
Barb Zenner, Baxter
Dennis Black, Becton Dickinson
Bruce Johnson, GHX Health ConneXion
David Turner, Novation
Joe Pleasant, Premier Inc.
Robert Noe 1SYNC

Project Briefing

Phase 1 Objectives

- Implement GDSN by 16 June 2009:
 - Manufacturers: Register 10 healthcare manufacturer GLNs and publish a target of 10 healthcare products (GTINs) with up to 40 product data attributes (*) in the GDSN Global Registry (only seven attributes required for registration).
 - Providers, Distributors, Retailers: Healthcare trading partners subscribed to the manufacturer's registered GTINs in the GDSN Global Registry.
NOTE: Only requires subscribing to the products in the GDSN Global Registry.
- * Note: A predetermined list of product data attributes is available upon request.
- Identify internal gaps in manufacturer and customer systems.

Future Phase Activities (to be clarified in a future Adoption Roadmap)

- Product data attributes beyond the 40 identified for this Phase.
- Exchanging and/or synchronizing the product data attributes via the GDSN network.
- Conducting e-commerce activities using the product data attributes from the GDSN network.

How To Get Started

- Manufacturers
 - Identify and select the products and product data attributes to be registered.
 - Conduct an internal gap analysis to identify and quantify the systems and business process impacts required to load the product data attributes.
 - Subscribe to a GDSN certified data pool.
 - Register the selected GLN's, GTINs, and product data attributes into the GDSN.
- Providers, Distributors, and Retailers
 - Conduct an internal gap analysis of the 40 product data attributes vs. current systems capabilities. Identify the system and business process changes needed in future phases to:
 - Accept and store the product data attributes
 - Synchronize the product data attributes
 - Subscribe to a GDSN certified data pool.
 - Subscribe to a selected set of Manufacturer (GLNs), products (GTINs), and product data attributes.

Communications Opportunities for Participants

- Joint presentation at global GS1 Healthcare Conference in Washington DC 16 – 18 June 2009.
- Periodic communications, including press releases, newsletters and bulletins, highlighting these GDSN achievements and driving interest.

About GS1 Healthcare

GS1 Healthcare is a voluntary, global Healthcare user group bringing together all related Healthcare stakeholders: pharmaceutical and medical devices manufacturers, wholesalers and distributors, group purchasing organisations, hospitals, pharmacies, logistics providers, governmental and regulatory bodies, and associations.

About GDSN



GDSN Call for Participation

The GS1 Global Data Synchronisation Network connects trading partners via a network of interoperable GDSN-certified data pools, enabling trading partners to share reliable product data attributes.