

**The Healthcare supply chain is changing  
Serialisation, traceability, eHealth, globalisation, cost pressure...  
Be prepared and, even better, see and shape the future!**

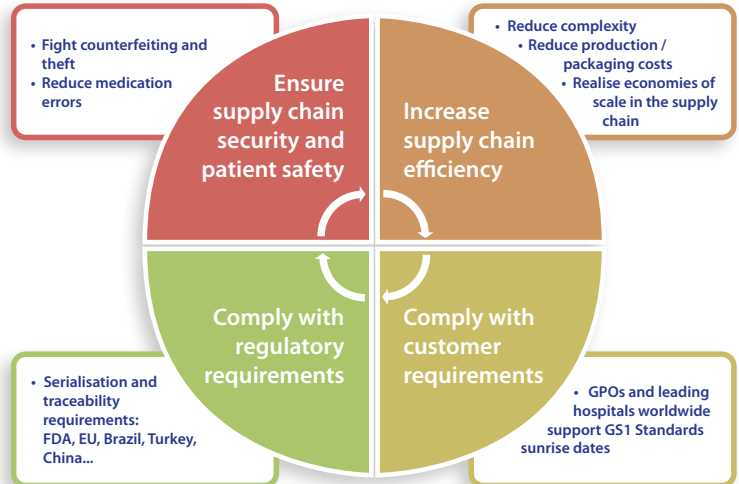
**Did you know?**

Three different (country specific) bar code requirements cost pharmaceutical manufacturers an additional €38 million per year in Europe alone!

*(Source: EFPIA – assuming production of 500 million packs in Europe per year)*

**Did you know?**

GS1 Healthcare membership enables pharmaceutical companies to 'see and shape the future'; collaborate and share best practices with their peers and customers to address the challenges of today and tomorrow's supply chain.



**Do you know the main benefits of GS1 Healthcare membership?**

- **Be the first to know about developing requirements impacting your supply chain and avoid (costly) last minute crises in production, packaging and logistics.** Global members have access to an online repository with up-to-date information on existing and developing requirements in more than 85 countries. Additionally, as news breaks around the world, this global network provides you "real time" e-mail alerts to help you stay informed about these new challenges.
- **Influence the requirements decision process by providing input to regulators and other stakeholders through a neutral source promoting global harmonisation.** Since its formation in 2005, the global Healthcare user group has been working with various regulatory bodies and associations around the world, including; the US FDA, the European Commission and the Brazilian MoH. GS1 Healthcare is seen as a valuable and credible source of input as regulations and directives are developed and implemented.
- **Share best practices and benchmark your supply chain solutions with other companies in Healthcare and in other industries.** As a global member, you will be able to participate in regular conference calls to discuss the most recent updates from around the world, their impact on your supply chain and possible solutions.

**Your challenge: Increasing complexity in managing the pharmaceutical supply chain**

**Meet stakeholder requirements**

- Existing multiplicity of country coding requirements
- Numerous regulators are currently developing requirements for pharmaceutical traceability and serialisation
- Leading GPO's and hospitals support sunrise dates for standards adoption

**Address industry challenges**

- Increasing globalisation
- Increasing security threats, including counterfeiting and theft
- Increasing pressure to save costs in packaging and supply chain operations

**GS1's solution: A neutral, international forum advancing global standards**

**Prepare for the future**

- Get timely information on developing requirements through a global network

**Advance global industry standards**

- Provide input to regulators across the world as a neutral and trusted source
- Steer the direction of standards development

**Empower collaboration**

- Align with industry associations and other leading standards development organisations
- Leverage the network of over 100 GS1 Member Organisations (MOs) and their 1.2 million members, across many business sectors, world wide