Closing Remarks

Volker Zeinar
- GS1 Healthcare Tri-Chair –

16. Global GS1 Healthcare Conference
Sao Paulo, Brazil, March 2010
Take a look to the past

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<th>Europe</th>
<th>North Am.</th>
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<td>2005</td>
<td>Princeton (US)</td>
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**Focus on:**
Mission, Vision, Roadmaps, 'self finding'

**Standards Development**

**time to change**

40-50 core members + local experts

2005 - 2010

Participants: 15

180 - 250

Volker Zeinar | Unique Device Identification ‘UDI’ | Seite 2
Where do we are today?

- AIDC Standards – the long path from the development up to the implementation!

Standards Implementation
Manuf. – HC provider – Patients

Start

Goal

INVESTMENTS!

M O T I V A T I O N

Manufacturer
- legal compliance
- market requirement
- ROI
- added value (patient safety)
- competition advantage

HC provider
- ROI
- patient safety / quality
- process simplification

developments far advanced

descriptions available

pilot projects running

increasing interest on AIDC usage

AIDC partly used at daily operations

global Standards available

HC products marked

AIDC/GDSN usage along SC

increased patient safety

financial savings HC systems

no AIDC Standard

‘AIDC – Babylon‘

low degree of usage
Where do we have to go?

**Implementation - the real challenge -**

- **manufacturer**
  - top-management support
  - global project organization / cross-functional
  - technical feasibility studies
    - pack. material, print technology, ink, impact on prod. speed, ...
  - investment planning + release
  - new hardware / software (for in-line printing)
  - label artwork / packaging paper
  - technical engineering efforts
    - (HW installation, lines 7 days/24h in use, …)
  - test trials
  - measurements to fulfill quality requirements
    - (e.g. in full-autom. pack. lines, how to handle faults)
  - process qualification and validation
  - documentation
    - (drawings, process descriptions, notified bodies, …)
  - data maintenance + exchange
  - …

- **healthcare provider**
  - top-management support
  - project organization / cross-functional
  - process impact assessment
  - investment planning + release
  - new hardware / software
  - new processes like 'bedside scanning'
  - check impact on existing processes
  - 'blind trust' on auto-ID?
  - connection of isolated IT systems
  - test trials
  - data maintenance + exchange
  - staff training (and conviction)
  - tools to assess the outcome
  - …

**time consuming – complex – costly !**
One can also reach big aims in small steps!

- believe in global standards
  → pre-requisite: to be familiar with global standards (matter of course)
- understand your business partner needs
- start implementation now,
  → do not wait for ever until the 100% perfect solution will be available
- implement stepwise
- benefit from experiences / best practice use cases
- share your expertise
- keep engaged or become engaged in GS1 Healthcare (global/local)

Start to move from the vision to the reality!

Thank you very much for your interest, your engagement and ongoing support!

- Volker Zeinar -