A Case Study in Collaboration

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Global Process Owner
Johnson & Johnson Health Care Systems Inc.
Background

• Johnson & Johnson celebrates 125 years of providing health care products to consumers and their clinicians
Background

• A decentralized management approach
  – Consumer sector
  – Pharmaceutical sector
  – Medical Devices & Diagnostics sector

First Aid Kit

CARTO XP EP™ Navigation System
Decentralized organization lead to customer-driven local adoption
Current State

• The “who makes what” struggle in the health care sector

History of Ownership
JELCO Labs
Critikon Inc.
Johnson & Johnson Medical Inc.
Ethicon Endo-Surgery, Inc.
Medex Inc.
Smiths Medical ASD

GS1 Health Care Users Group - 2005

- Presented a “vision”
- One product – one number – worldwide
- “Hospitals buy Corn Flakes®”

Anecdotal Experience

- Some products used HIBCC bar codes
- Some products used GS1 bar codes
- Some products did not carry bar codes
- Some products carried regulatory-mandated bar codes

Result

- Impact on acquisitions
- Impact on divestitures
- Multiple labeling operations
- Longer supply chains
How to convince management

• Obtain voice of the customer

NHS UK  HKHA

• Participate with GS1 Standards Development

• Participate in Pilots

Mayo and CAH  Galway  AZ Sint Jan
Ice Auger Participants

Global Trade Item Number
- Internal Systems
- EDI Transactions
- GDSN synchronization
- Realize the “four way match”
GS1 Datamatrix Pilot

AZ Sint Jan
GS1 Datamatrix Pilot

Impact on manufacturing/supply chain
• Change MES system
• Change graphics system
• Interface with MDM system
• Create GTINs
• Change visual recognition/QA system
• Change AIDC system in distribution
• Validate all system changes

Pilot to production – a success!
Key Learnings

- Use of Global Standards is essential
- RFID and Datamatrix can be used together
- AIDC technology did not adversely affect clinical workflow
- UHF RFID did not adversely affect medical instrumentation
Opportunity to Improve Business Processes

- **Identify and Capture**
  - Implement UDI/GTIN and DUNS/GLN data management capabilities
  - Integrate UDI/GTIN data to product identification tools and labeling
  - Enhance Master Data Management capabilities, integrating GS1 standards
  - Integrate UDI/GS1 capabilities to regional order management systems
  - Implement Global Data Synchronization Network (GDSN)

- **Share and e-Commerce**
Decision: Adopt GS1

- All sectors
- All products
  - Where local regulations allow
- All levels of packaging
  - Where technically feasible
    - Consider manufacturing
    - Consider environment of use
Focus on GTIN Adoption

<table>
<thead>
<tr>
<th>Sector / Franchise</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer</td>
<td>Complete</td>
</tr>
<tr>
<td>Pharmaceutical</td>
<td>Product and market dependent</td>
</tr>
<tr>
<td>Medical/Surgical</td>
<td>In process with 2012 target</td>
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<tr>
<td>Diagnostics</td>
<td>In process with 2012 target</td>
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<tr>
<td>Diabetes Management</td>
<td>On point of sale packaging</td>
</tr>
<tr>
<td>Vision</td>
<td>On point of sale packaging</td>
</tr>
</tbody>
</table>
Focus on GDSN Adoption

- Currently sending data to 54 retailers worldwide

- Recently began sending data to U.S. Department of Defense in support of the “war fighter”
Desired Future State

• GS1 Standards and Identifiers in hospital systems
  • Procure to Pay
  • Inventory Management
  • Electronic Health Records
  • Implant Registries