



Global GS1 Healthcare Conference 2018

10-12 April 2018 - Bogotá, Colombia

Safer, more efficient care
starts with a simple scan.

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Every day millions of patients across the world are treated by healthcare professionals – who use their best knowledge, together with a great deal of care and empathy – nevertheless sometimes mistakes happen as “to err is human”. New technologies enable more effective patient treatments, but these are expensive. With a growing and ageing population living longer due to access to this advanced healthcare, the overall cost constantly increases. We must find ways to improve efficiency while reducing cost. Visibility across healthcare provides multiple benefits, including helping to increase efficiency and address the constant threat of counterfeit drugs and medical devices.

GS1 standards and barcodes are tools that can help clinical healthcare professionals, as well as the wide ranging network of support staff that comprise every healthcare provider environment, to have extra visibility and surety in the work that they do. Manufacturers, suppliers, wholesalers, distributors, logistics providers, solution providers, industry associations, (inter-) governmental bodies and regulators all recognise this and are working, together with healthcare professionals, to drive change in the healthcare supply chain and clinical environment.

Join these stakeholders - from across the healthcare continuum and across the world - and attend our conference in April 2018 in Bogota to:

- **Listen** to world leaders showcase GS1 standards implementations from their organisations
- **Discuss** latest regulatory and trading partner requirements
- **Enjoy** a unique neutral environment to network and learn from your peers

Most importantly, **become part of** a united community working to ensure GS1 standards can make a difference for every one of us, as ultimately we are all patients.

About GS1 Healthcare

GS1 Healthcare is a voluntary, global Healthcare User Group leading the healthcare sector to the successful development and implementation of global standards by bringing together experts in healthcare to enhance patient safety and supply chain efficiencies. For more information, visit www.gs1.org/healthcare

The conference at a glance:

Tuesday April 10th	Wednesday April 11th	Thursday April 12th	Friday April 13th
Opening	Plenary: Pharmaceutical traceability from manufacturer to the patient	Plenary: UDI: Improving Patient Safety	Site visits
Plenary: Hospitals, doctors, and clinicians		Plenary: Imagine one world, one standard, one vision: Improving patient safety	
Networking lunch	Networking lunch	Closing	
Parallel streams: 4 topics	Parallel streams: 4 Topics	Site visits (optional)	
Welcome reception	Networking event		



Day 1: Tuesday, 10. April

6:30 – 8:30	Registration and welcome coffee
7:15 – 8:15	<p>A starter session about GS1 Standards</p> <p>Introduction to global standards for Identify, Capture and Share Leonel Pava, Director, GS1 Colombia, Colombia (<i>confirmed</i>)</p>
8:30 – 12:45	<p>Opening Plenary Session – Hospitals, doctors and clinicians</p> <p>A session about GS1 standards in hospitals – hear wide ranging perspectives and experiences from varying experts from across the globe.</p>
8:30 – 8:50	<p>Opening remarks and welcome to the conference</p> <p>Ulrike Kreysa, Senior Vice-President Healthcare, GS1 Global Office, Belgium (<i>confirmed</i>) Miguel A. Lopera, President and CEO, GS1 Global Office, Belgium (<i>confirmed</i>) Rafael Florez, CEO, GS1 Colombia, Colombia (<i>confirmed</i>)</p>
8:50 – 10:20	<p>Panel – The Latin American perspective</p> <p>Chaired by Carlos Jurado Moncavo, Executive Director of the Health Industry Sector, ANDI, Colombia (<i>confirmed</i>)</p> <ul style="list-style-type: none"> • Nilson Gonçalves Malta, Hospital Automation Manager, Albert Einstein Hospital, Brazil (<i>confirmed</i>) • Dr. Norma Sberna, Jefa del Área de Farmacia del Hospital de Pediatría Hospital Garrahan, Argentina (<i>confirmed</i>) • Teresa Tono, CEO, Organización para la Excelencia de la Salud, Colombia (<i>confirmed</i>)
10:20 – 10:50	Coffee break
10:50 – 12:20	<p>Panel – Patient safety around the globe</p> <p>Chaired by Jean-Michel Descoutures, Hospital Pharmacist, IHF, France (<i>confirmed</i>)</p> <ul style="list-style-type: none"> • Tony Scanio, Director Data Management and Business Intelligence, Christus Health, US (<i>confirmed</i>) • Feargal Mc Groarty, National Haemophilia System Project Manager, St. James's Hospital, Ireland (<i>confirmed</i>)



	<ul style="list-style-type: none"> Hennie Mulder, Registered Nurse, Maxima Medical Centre, the Netherlands (<i>confirmed</i>)
12:20 – 12:25	<p>Introduction to conference charity</p> <p>GS1 Healthcare supports a local charity with 5 USD for every feedback form received: Cardioinfantil, Colombia: www.cardioinfantil.org</p>
12:25 – 12:35	<p>Introduction to HPAC Awards</p> <p>The GS1 HPAC provides two awards for:</p> <ol style="list-style-type: none"> an individual who has contributed extensively to furthering GS1 Healthcare's work efforts over the years; a healthcare provider organisation that has implemented GS1 Standards for at least one process in their organisation.
12:35 – 12:45	Introduction of afternoon sessions and the welcome reception
12:45 – 14:00	General networking lunch
	In parallel: Hospital "Surgery" lunch – speakers from the morning each host a table
Two parallel streams - Participants choose which stream to attend:	
14:00 – 15:25	<p>Panel I – GS1 Standards for Medical Devices Identification Chaired by Mark Hoyle, Technical Director, UDI, Commercial Regulatory Affairs, Teleflex, Ireland (<i>confirmed</i>)</p> <ul style="list-style-type: none"> Volker Zeinar, Global Coordinator Auto-ID Affairs, BBraun, Germany (<i>confirmed</i>) Jackie Elkin, Global Process Owner - Standard Product Identification, Global Regulatory Affairs, Medtronic, US (<i>confirmed</i>) Tom Jones, Program director, Unique Device Identification, J&J, US (<i>confirmed</i>) <p>Panel II – Public policy: Pharmaceuticals</p> <p>Regulatory requirements and initiatives from around the world related to pharmaceuticals – normally a closed group; it is only open for this session.</p> <p>Moderators:</p> <ul style="list-style-type: none"> Cyndi Poetker, Director of Enterprise Standards and Traceability, Abbott, US (<i>confirmed</i>) Géraldine Lissalde-Bonnet, Public Policy Director, GS1 Global Office, Belgium (<i>confirmed</i>)
15:25 – 15:55	Coffee break
Two parallel streams - Participants choose which stream to attend:	

15:55 – 17:15	<p>Panel I – Challenges in identification at point of care</p> <p>Chaired by Charity Hovey, Project Manager, 3M, US (<i>confirmed</i>)</p> <ul style="list-style-type: none"> • Feargal Mc Groarty, National Haemophilia System Project Manager, St. James’s Hospital, Ireland (<i>confirmed</i>) • Tatjana Pathare, Global Supply Chain Management Team, F. Hoffmann La Roche Ltd, Switzerland (<i>confirmed</i>) • Georg Keller, Manager Regulatory Affairs, Labelling Coordinator, B.Braun / Aesculap AG, Germany (<i>confirmed</i>) <p>Panel II – GS1 standards for moving products through the supply chain</p> <p>Chaired by Jeff Denton, Global Secure Supply Chain, Amerisourcebergen, US (<i>confirmed</i>)</p> <ul style="list-style-type: none"> • Heather Zenk, SVP, Secure Supply Chain & Replenishment Operations, Amerisourcebergen, US (<i>confirmed</i>) • Mike Meakin, VP- Global Quality Regulatory & Compliance, DHL Supply Chain, UK (<i>confirmed</i>) • Scott Mooney, Vice President Distribution Operations, McKesson, US (<i>confirmed</i>)
17:15 – 18:15	Welcome reception
17:15 – 19:15	<p>International government healthcare supply chain Think Tank</p> <p>(Invitation only)</p> <p>Open to international government healthcare organisations</p>



Day 2: Wednesday, 11. April

8:30 – 9:00	Welcome coffee
9:00 – 13:00	<p>Plenary session – Pharmaceutical traceability from manufacturer to patient</p> <p>Traceability is an ubiquitous requirement in Healthcare – to improve patient safety through visibility in many business processes.</p>
9:00 – 9:20	<p>Brazil – moving forward with pharmaceutical traceability</p> <p>Leandro Oliveira, Serialisation and Traceability Leader, Johnson & Johnson, Brazil (<i>confirmed</i>)</p>
9:20 – 9:40	<p>Pharmaceutical traceability in Argentina</p> <p>Dr. María José Sánchez, Directora de Vigilancia de Productos para la Salud, ANMAT, Argentina (<i>invited</i>)</p>
9:40 – 10:05	<p>US Drug Supply Chain Security Act</p> <p>Connie Jung, RPh, PhD, Senior Advisor for Policy, Office of Drug Security, Integrity, and Response (ODSIR), Center for Drug Evaluation and Research, Office of Compliance, US FDA, US (<i>confirmed</i>)</p>
10:05 – 10:30	<p>Lessons learnt from the Russian pharmaceutical traceability pilot</p> <p>Leandro Oliveira, Serialisation and Traceability Leader, Johnson & Johnson, Brazil (<i>confirmed</i>)</p>
10:30 – 10:55	<p>European Falsified Medicines Directive</p> <p>Mike Rose, Vice President, Supply Chain Visibility, Johnson & Johnson, US (<i>confirmed</i>)</p>
10:55 – 11:30	Coffee break
11:30 – 11:55	<p>Automatisation of traceability through GS1</p> <p>Rigoberto González González, Operations and Logistic Director, Grupo Farmanova Intermed, Costa Rica (<i>confirmed</i>)</p>
11:55 – 12:15	<p>GS1 standards and blockchain for traceability</p> <p>Jeff Denton, Global Secure Supply Chain, Amerisource Bergen, US (<i>confirmed</i>)</p>
12:15 – 12:40	<p>Traceability of high cost medicines</p> <p>Balmiro Canedo, Assurance & Quality Chief and Oscar Javier Gomez, Security Product Chief, Sanofi, Colombia (<i>confirmed</i>)</p>
12:40 – 13:00	<p>Pharmaceutical traceability – the public pharmacy perspective</p> <p>Maayke Fluitman, PharmD, CEO, Care2create, the Netherlands (<i>confirmed</i>)</p>



13:00 – 14:15 **General networking lunch**

Two parallel streams - Participants choose which stream to attend:

14:15 – 15:30

Panel I – GDSN to support regulation and trading partner collaboration

Chaired by Nazly Chacon, Director of Technological Support, Coopidrogas, Colombia (*confirmed*)

- MJ Wylie, Global GDSN Strategy & Deployment, Johnson & Johnson, US (*confirmed*)
- Tony Scanio, Director Data Management and Business Intelligence, Christus Health, US (*confirmed*)
- Stéphane Ancel, CEO, GAM, France (*confirmed*)

Panel II – Pharmaceutical serialisation and traceability

Chaired by Scott Mooney, Vice President Distribution Operations, McKesson, US (*confirmed*)

- Carole Laloum, Serialisation Distribution Manager Supply Chain, Servier, France (*confirmed*)
- Stefan Artlich, Director 'Track&Trace', Bayer, Germany (*confirmed*)
- Senthil Rajaratnam, Affiliate Serialisation Account Manager, Eli Lilly and Company, US (*confirmed*)

15:30 – 16:00 **Coffee break**

Two parallel streams - Participants choose which stream to attend:

16:00 – 17:15

Panel I – RFID vs data matrix for pharma traceability

Chaired by Grant Courtney, Manager, Falsified Medicines Directive Project, GSK, US (*confirmed*)

- Pascal Aulagnet, Senior Manager, Global Serialisation - EMEA Client Partner, Pfizer, France (*confirmed*)
- Sébastien Langlois-Berthelot, Project Manager, Roche, Switzerland (*confirmed*)
- Camilo Higueta - IT & Innovation Manager, Crystal SAS, Colombia (*confirmed*)

Panel II – Public policy: Medical Devices

Regulatory requirements and initiatives from around the world related to medical devices – normally a closed group; it is only open for this session.

Moderators:

- Jackie Elkin, Global Process Owner - Standard Product Identification, Global Regulatory Affairs, Medtronic, US (*confirmed*)



	<ul style="list-style-type: none">• Géraldine Lissalde-Bonnet, Public Policy Director, GS1 Global Office, Belgium (<i>confirmed</i>)
19:00-00:00	Networking event at Andrés DC hosted by GS1 Colombia <ul style="list-style-type: none">• Departure at 6:30pm from the hotel,• Return to the hotel: shuttles from the restaurant will be available as early as 9:30pm and will run on a loop with a last shuttle leaving at 12:00am.

Day 3: Thursday, 12. April

8:30 – 9:00	Welcome coffee
9:00 – 11:20	Plenary session – Unique Medical Device Identification Unique Medical Device Identification (UDI) aims to establish a single device identification system that is consistent, unambiguous and globally standardised. The session provides an overview of the status on UDI across the world and informs on other initiatives regarding track & trace for medical devices.
9:00 – 9:20	Global Medical Technology Alliance Discussing International Medical Devices Regulatory Forum (IMDRF) UDI Application Guide Jackie Elkin, Global Process Owner - Standard Product Identification, Global Regulatory Affairs, Medtronic, US (<i>confirmed</i>)
9:20 – 9:40	New European Medical Device Regulation Jesús Rueda Rodriguez, International Director, MedTech Europe, Belgium (<i>confirmed</i>)
9:40 – 10:00	Medical device related developments in the region Marisol Sanchez Gonzalez, Executive Director, ANDI-CDMIS, Colombia (<i>confirmed</i>)
10:00 – 10:20	Importance of standards for fostering the medical devices supply chain Esteban Lizarazo, President, Amarey Nova Medical, Colombia (<i>confirmed</i>)
10:20 – 10:40	UDI – the US perspective Linda Sigg, Associate Director, Informatics, US FDA, US (<i>confirmed</i>)
10:40 – 11:00	Use of the suite of GS1 standards for medical device identification, barcoding and data sharing Andrea Rodriguez, Senior Regulatory Affairs & Quality Assurance Manager, Medtronic, Argentina (<i>confirmed</i>)
11:00 – 11:20	Meeting UDI requirements for dental products Charity Hovey, Project Manager, 3M, US (<i>confirmed</i>)
11:20 – 11:50	Coffee break
11:50 – 14:00	Plenary session – Imagine one world, one standard, one vision: Improving patient safety
11:50 – 12:10	Global standards and interoperability in Australian healthcare Dr. Monica Trujillo, Chief Clinical Information Officer & Executive General Manager - Clinical, Consumer Engagement, Clinical Governance, Australian Digital Health Agency, Australia (<i>confirmed</i>)



12:10 – 12:50	<p>Panel – Challenges in the Colombian Healthcare Supply Chain Chaired by Juan Carlos Rodriguez, Director De Operaciones, Fundación Cardioinfantil (confirmed)</p> <ul style="list-style-type: none"> • Claudia Herrera, Gerente Medicamentos, Colsubsidio, Colombia (confirmed) • Andrés Rodriguez, Operational Manager, Centro Medico Imbanaco de Cali, Colombia (confirmed) • Robinson Vasquez Escobar, Presidente, Suppla, Colombia (confirmed) • Jorge Enrique Ariza, Vicepresidente De Logistica, Tecnoquimicas, Colombia (confirmed)
12:50 – 13:10	HPAC Award Winner 1 Presentation of their implementation experiences
13:10 – 13:30	HPAC Award Winner 2 Presentation of their implementation experiences
13:30 – 13:35	Invitation to next conference in Bangkok, Thailand Pravith Chotiprayanakul, CEO, GS1 Thailand, Thailand (confirmed)
13:35 – 14:00	Closing remark GS1 Healthcare Tri-Chairs (confirmed)

Site visits (optional, by registration only)

<p>Bogota 9th April 3 pm</p> <p>13th April 9 am</p>	<p>Visit to the Knowledge and Innovation center – LOGYCA LAB</p> <p>LOGYCA Labs is the Colombia Knowledge and Innovation center, it is an interactive space to learn about the latest trends and solutions applied to the healthcare Value Network. An experience combining information, technology and knowledge.</p>
<p>Bogota 12th April 3 pm</p> <p>13th April 9 am</p>	<p>Visit to Coopidrogas - EDI and Traceability</p> <p>Cooperativa Nacional De Droguistas Detallistas (Coopidrogas) is a non-profit association dedicated to the promotion of business improvements for independent pharmacies. It was created 46 years ago by a small group of independent pharmacy owners who, based on their small size and low-volume purchases, faced difficult negotiations with pharmaceutical suppliers, thus impacting their profit margins. Today, Coopidrogas has approximately 3,500 independent pharmacy owner members with 6,500 drugstores, representing approximately 41 percent market share in Colombia.</p>
<p>Cali 13th April Time provided upon registration</p>	<p>Visit to Valle del Lili – Unit dose identification</p> <p>Valle del Lili Foundation Founded in 1982, the Valle del Lili Foundation provides healthcare solutions for its estimated 600,000 patients each year. The goals of this hospital are to strive toward excellence, achieved through continuous evaluation, quality improvement, and comprehensive services for the patients. A special team of doctors and nurses monitor the procedures and results of each of the patients admitted and treated at the Valle del Lili Foundation.</p>



<p>Cali 13th April <i>Time provided upon registration</i></p>	<p>Visit to Imbanaco - Patient safety</p> <p>Ranked among the top hospitals in Latin America, Imbanaco Medical Centre continuously strives to provide top-rate care for its patients as well as facilitating medical research. With 380 beds, this advanced hospital in Cali, Colombia provides healthcare services for approximately 1.5 million patients each year.</p>
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