Welcome to the Conference

33rd Global Healthcare Conference
Bogotá, Colombia

Ulrike Kreysa, Senior Vice President GS1 Healthcare
April 10, 2018
Welcome to Bogotá!
Anti-Trust Caution

• GS1 operates under the GS1 anti-trust caution. Strict compliance with anti-trust laws is and always has been the policy of GS1.

• The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.

• This means:
  - There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share
  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.

• The full anti-trust caution is available via the link below, if you would like to read it in its entirety: http://www.gs1.org/gs1-anti-trust-caution
Tri-Chairs:
- Scott Mooney, McKesson
- Mike Rose, Johnson & Johnson
- Feargal Mc Groarty, St. James’s Hospital

LT Members:
- Charity Hovey, 3M
- Cyndi Poetker, Abbott
- Jeff Denton, Amerisourcebergen
- Volker Zeinar, B. Braun
- Stefan Artlich, Bayer
- Dennis Black, BD
- Bill Bobbie, Cook Medical
- Mike Meakin, DHL
- Sébastien Langlois-Berthelot, F. Hoffmann-La Roche
- Karen Conway, GHX
- Grant Courtney, GSK
- Jean-Michel Descoutures, IHF
- Pascal Aulagnet, Pfizer
- Mark Hoyle, Teleflex
- Grant Hodgkins, USDM
- Catherine Koetz, GS1 Australia
- Ana Paula Maniero, GS1 Brazil
- Arthur Smith, GS1 Canada
- Valérie Marchand, GS1 France
- Hans Lunenborg, GS1 Netherlands
- Rami Habbal, GS1 UAE
- Glen Hodgson, GS1 UK
- Greg Bylo, GS1 US
Share best practices, network & enjoy!
Opening of the Plenary

33rd Global GS1 Healthcare conference
Bogotá, Colombia

Miguel Lopera, CEO & President, GS1 Global Office
April 10, 2018
Safer, more efficient care starts with a simple scan

GS1 is key to improving patient safety, fighting counterfeits, and increasing visibility and efficiency in the supply chain.

The world is heading towards a globally harmonised approach which will be less complex and costly.
GS1 Healthcare - an expanding, committed community of globally engaged stakeholders...much more locally...

...and there are many more companies working with GS1 at a local level
Learn, share best practices, ask questions, network

✓ More than 294 participants from 31 countries
✓ 58 speakers in 4 plenaries & 8 parallel streams
✓ 4 site visits
✓ Networking events
A fast growing number of healthcare providers use GS1 standards in Latin America

- Coopidrogas, Colombia
- Centro Medico Imbanaco de Cali, Colombia
- Fundación Valle del Lili, Colombia
- São Paulo University Hospital, Brazil
- Albert Einstein Hospital, Brazil
- Santa Joana Hospital – Pro Mattre, Brazil
- Hospital Alemán, Argentina
- Hospital Garrahan, Argentina
- Hospital Italiano, Argentina
- Sanatório Güemes, Argentina

And more coming...
Global harmonization around pharmaceutical traceability

Today GS1 DataMatrix barcodes are used on every continent...
GS1 plays a major role in UDI regulations

GS1 is an accredited UDI issuing agency for USA & EU

And more coming...
BIENVENIDOS!

33rd Global Healthcare Conference
Bogotá, Colombia

Rafael Florez, CEO GS1 COLOMBIA
10 de Abril de 2018
30 YEARS
Leading Innovation in the Colombian Value Networks
Collaboration

14 Industries

Healthcare providers
Healthcare retail

FMCG / CPG
Foodservice
Apparel

Mom and Pop/Convenience Stores
Retail

Financial

E-commerce

Logistics Managers
T&L

Sustainable networks
Raw material for apparel

Services and Technology Providers

El Lenguaje Global de los Negocios

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How does collaboration work?

1. **FACILITATORS**
   - Data Quality
   - National Plan
   - Logyca
   - Sync
   - Competitive Value Chains

2. **SHARED INDICATORS MANAGEMENT**
   - Sales and Inventory Data
   - On-Shelf Availability Study
   - Data Sharing Intelligence

3. **COLLABORATIVE PLANNING**
   - Service Level Studies
   - Collaborative Forecasting

4. **STRATEGIC COLLABORATION**
   - Industry Studies
   - TRANSPORTING
   - VISIBILITY
Collaboration produces results

<table>
<thead>
<tr>
<th>Delivery time</th>
<th>5% reduction in distribution costs</th>
<th>55% reduction in stand-by times in the warehouse</th>
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<tbody>
<tr>
<td>decreased by 75%</td>
<td></td>
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<tr>
<th>65% increase in product visibility among customers and suppliers.</th>
<th>inventory accuracy increased by 99% in some cases</th>
<th>Increase of 15% in the use of truck load capacity</th>
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</thead>
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Healthcare in Colombia

1991:
- First implementation of GS1 standards in LA Hospitals

2007:
- Traceability Regulation in Colombia
- Data Synchronization

2012-13:
- National Traceability Pilot for Pharmaceutical Products using GS1 Standards

2015:
- First EPC-RFID Implementation for pharma

2017:
- National Traceability Agreement
- Benchmarking in Healthcare Value Networks
GS1 COLOMBIA Workgroups

**Healthcare Providers**

- Ensuring Patient safety
- Reducing logistic cost

**Healthcare Retail**

- To increase the service level for pharma products
Welcome to Colombia

Thanks and Enjoy your Week