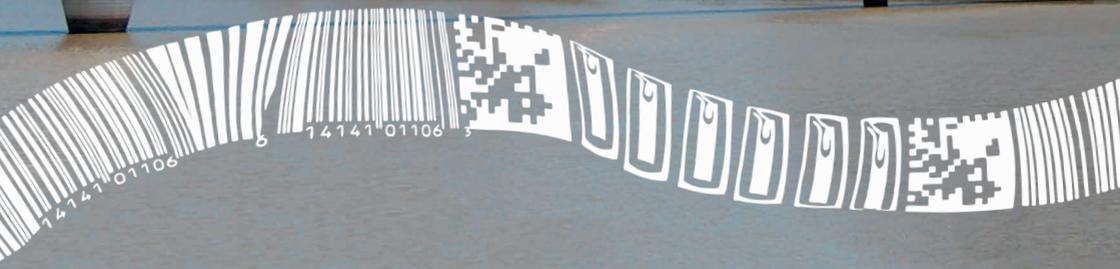




# 23<sup>rd</sup> Global GS1 Healthcare Conference

23 - 25 April 2013  
Buenos Aires, Argentina







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## Acknowledgements

This conference is hosted by:



Argentina



### Sponsors:

Institutional sponsors:



Main sponsor:



Premium sponsors:



Basic sponsors:





## Week at a glance

Tuesday  
23 April 2013

Introducing GS1  
Healthcare

Opening Plenary

Implementation  
reality

Plenary and Panel  
on Unique Device  
Identification

Wednesday  
24 April 2013

Plenary and Panel on  
McKinsey & Company  
report

Plenary on  
Traceability

Ask the  
Experts

HPAC  
lunch

PP  
lunch

Plenary and Panel  
on Traceability in  
Argentina

Thursday  
25 April 2013

Plenary on Hospital  
Implementation

Plenary on  
International  
Collaborations

Closing Remarks

Site visits  
(manufacturer,  
wholesaler or  
hospital)



## Welcome

### Improving patient safety through visibility in the supply chain

Welcome to beautiful Buenos Aires for a rich and educational few days.

The location of this conference is not without significance: Traceability is for the Healthcare sector in South America a very important matter. This meeting will be the opportunity to share and discuss with local and global experts on ways to implement traceability and improve visibility in the supply chain and therefore limit the proliferation of counterfeit drugs on the market.

Many other important topics will be addressed, such as the latest regulations on Unique Device Identification, the importance of international collaborations, real-cases of standards implemented in hospitals, and the positive results achieved.

Take the time to participate in the various working lunches and put your questions forward in the experts' sessions.

In addition to the conference sessions, ANMAT will host the Public Policy Think Tank open to the Regulatory Bodies only.

These are great opportunities to ask all your healthcare related questions to the specialists, discuss with your colleagues from across the world and share your experiences.

For the first time ever, the HPAC will grant a Recognition Award to a member who has highly contributed to the GS1 Healthcare work efforts. The nominee will be announced during the week.

At the end of the conference you will have the chance to visit one of the local stakeholders, which has implemented GS1 standards: Farmacia Central del Hospital Alemán, Suizo Argentina's Distribution Centre or Novartis' laboratories.

Special thanks to GS1 Argentina for hosting this conference, to Scienza Argentina for supporting the event as main sponsor and to ANMAT, PAMI and Sedronar for their support as institutional sponsors.

Thank you for participating to the Global GS1 Healthcare Conference in Buenos Aires. We hope you will have an interesting, challenging and enlightening few days.

**Ulrike Kreysa**  
Vice President, Healthcare  
GS1 Global Office



## Agenda

### Tuesday, 23 April 2013

8:00	Opening registration and welcome coffee	
8:30 – 9:45	Introduction to GS1 Healthcare – the global perspective	
9:45 – 10:00	Welcome coffee	
10:00 – 12:00	OPENING PLENARY SESSION	<b>FIESTAS</b>
10:00 – 10:20	<b>Welcome to Conference</b> <b>Rubén Calónico</b> , CEO, GS1 Argentina <b>Paul Voordeckers</b> , President Industry Engagement, GS1 Global Office	
10:20 – 10:40	<b>Dr. Carlos Chiale</b> , Controller, ANMAT	
10:40 – 11:00	<b>Dr. Luciano Di Cesare</b> , Executive Director, INSSJP – PAMI	
11:00 – 11:20	<b>Lic. Mauricio Monsalvo</b> , Information System and provision of drugs Coordinator, Plan Remediador / National Health Ministry	
11:20 – 11:40	<b>INVIMA, Colombia</b>	
11:40 – 12:00	<b>HPAC Recognition Reward</b> <b>Ulrike Kreysa</b> , Vice President, GS1 Global Office	
12:00 – 12:05	<b>Poster introduction – GS1 Member Organisations</b>	
12:05 – 13:00	Lunch and MO poster session	<b>GRAN HALL</b>



<b>13:00 – 14:00</b>	IMPLEMENTATION REALITY – Concurrent breakout sessions	
	<ul style="list-style-type: none"><li>• <b>GLN – GS1 Global Location Number, a basic key for traceability and other business processes</b> <b>Dennis Black</b>, Director, e-Business, BD</li><li>• <b>GMDN – a requirement for UDI</b> <b>Mark Wasmuth</b>, CEO, GMDN Agency</li></ul>	<b>FIESTAS</b> <b>COLONIAL</b>
<b>14:00 – 17:00</b>	PLENARY SESSION – Unique Device Identification (UDI)	<b>FIESTAS</b>
<b>14:00 – 14:20</b>	<b>Unambiguous, standardised and harmonised Unique Device Identification (UDI)</b> <b>Jay Crowley</b> , Senior Advisor for Patient Safety, US FDA	
<b>14:20 – 14:40</b>	<b>Laying the national supply chain foundations for UDI</b> <b>Mark Brommeyer</b> , Manager Supply Chain, NEHTA	
<b>14:40 – 15:00</b>	<b>The Dutch registry for implants</b> <b>Rene Drost</b> , NAMCO Healthcare Technology	
<b>15:00 – 15:05</b>	<b>Poster introduction – GS1 Member Organisations</b>	
<b>15:05 – 15:30</b>	Coffee break and MO poster session	<b>GRAN HALL</b>
<b>15:30 – 15:50</b>	<b>Experiences from the US FDA-UDI pilot</b> <b>Siobhan O’Bara</b> , Senior VP Industry Engagement, GS1 US	
<b>15:50 – 16:10</b>	<b>Implementation in identification of surgical instruments in Argentina</b> <b>Hernán Fernández</b> , Director, FAICO	
<b>16:10 – 17:00</b>	<b>Panel discussion on UDI and implementation – moderated by Siobhan O’Bara</b> , GS1 US	
<b>17:00 – 19:00</b>	<b>Think Tank – regulatory bodies only – hosted by ANMAT</b>	<b>COLONIAL</b>





## Wednesday, 24 April 2013

8:30 – 9:00	Welcome coffee and MO poster session	<b>GRAN HALL</b>
9:00 – 11:00	PLENARY SESSION – McKinsey & Company report on global standards for healthcare supply chains	<b>FIESTAS</b>
9:00 – 9:20	<b>Presentation of the McKinsey &amp; Company White Paper on global standards for healthcare supply chains</b> <b>Camilo Rueda</b> , McKinsey & Company	
9:20 – 9:35	<b>Industry perspective – supporting GS1 Standards</b> <b>Tom Werthwine</b> , Johnson & Johnson	
9:35 – 10:20	<b>Panel discussion moderated by Paul Voordeckers</b> , GS1 GO	
10:20 – 10:25	<b>Poster introduction – GS1 Member Organisations</b>	
10:25 – 11:00	Coffee break and MO poster session	<b>GRAN HALL</b>
11:00 – 13:00	PLENARY SESSION – Traceability	<b>FIESTAS</b>
11:00 – 11:15	<b>Traceability for a US manufacturer – requirements on federal level</b> <b>Peggy Staver</b> , Director Product Integrity, Pfizer	
11:15 – 11:30	<b>The California pedigree regulation</b> <b>Ron Bone</b> , McKesson	
11:30 – 11:50	<b>The European traceability model on anti-counterfeiting</b> <b>Grant Courtney</b> , GSK/EFPIA	
11:50 – 12:05	<b>Learnings from the German securPharm pilot</b> <b>Christian Riediger</b> , Bayer	
12:05 – 12:55	<b>GHX, McKesson, The Abbott and VA hospitals – Traceability put into praxis</b> <b>Lloyd Mager</b> , AbbVie <b>Margot Drees</b> , GHX <b>Chris Chandler</b> , GS1 US <b>Ron Bone</b> , McKesson	
12:55 – 13:00	Poster introduction – GS1 Member Organisations	
13:00 – 14:00	Lunch and MO poster session	<b>GRAN HALL</b>



13:00 – 15:00	Working lunch – Public Policy	DORADO
13:00 – 15:00	Working lunch Healthcare Provider Advisory Council	COLONIAL
14:00 – 15:00	ASK THE EXPERTS – Concurrent breakout sessions	
	<ul style="list-style-type: none"> <li>• Ask the IHTSDO/SNOMED CT expert – moderator <b>Jan-Eric Slot</b>, CEO, IHTSDO</li> </ul>	FLORIDA
	<ul style="list-style-type: none"> <li>• Ask the GS1 DataMatrix expert – <b>Chuck Biss</b>, Senior Director, AIDC Healthcare, GS1 Global Office</li> </ul>	FIESTAS
15:00 – 15:30	Coffee break and MO poster session	GRAN HALL
15:30 – 17:30	PLENARY SESSION – Traceability in Argentina and global implementation challenges	FIESTAS
15:30 – 15:45	<b>Traceability implementation at a manufacturer</b> <b>Diego Dagotto</b> , Trade Logistics Manager, Pfizer	
15:45 – 16:00	<b>Drug traceability: implementation in wholesale distribution</b> <b>Dr. Pablo Viner</b> , Administrative Manager, Droguería Suizo Argentina	
16:00 – 16:15	<b>Traceability implementation at a hospital pharmacy</b> <b>Dra. Heidi Wimmers</b> , Chief of Pharmacy, Hospital Aleman	
16:15 – 17:20	<b>Panel discussion on implementation reality</b> moderated by <b>Janice Kite</b> , GS1 Global Office	
17:20 – 17:30	<b>GS1 honoured by the WayPaver Award</b> <b>Mark Neuenschwander</b> , Cofounder, The unSUMMIT for Bedside Barcoding	
20:00	Networking event	





## Thursday, 25 April 2013

8:30 – 9:00	Welcome coffee and MO poster session	<b>GRAN HALL</b>
9:00 – 11:00	PLENARY SESSION – Hospital implementation	<b>FIESTAS</b>
9:00 – 9:20	<b>The importance of implementing traceability standards on medications in a hospital environment</b> <b>Dra. Estela Izquierdo</b> , Chief of Pharmacy, Sanatorio Güemes	
9:20 – 9:40	<b>Use of GS1 DataMatrix in the hospital pharmacy</b> <b>Leonisa Obrusnk</b> , Supply Chain Manager, Oswaldo Cruz German Hospital, Brazil	
9:40 – 10:00	<b>Use of GS1 DataMatrix in the hospital pharmacy</b> <b>Ana Paola Negretto</b> , Pharmacy Coordinator, Hospital and Maternity Santa Joana/Pro Matre Paulista, Brazil	
10:00 – 10:20	<b>Dra. Nora Caceres</b> , Chief of Pharmacy, Hospital Italiano	
10:20 – 10:40	<b>Dra. Guadalupe Fernández Porto</b> , Chief of Pharmacy, IADT	
10:40 – 11:00	<b>Traceability: experience in the pharmacy sector of the children’s hospital Garrahan</b> <b>Dra. Patricia Costanzo</b> , Chief of Pharmacy, Hospital Garrahan	
11:00 – 11:30	Coffee break and MO poster session	<b>GRAN HALL</b>
11:30 – 13:00	PLENARY SESSION – International Collaboration	<b>FIESTAS</b>
11:30 – 11:50	<b>The role of SNOMED CT in Healthcare systems across the world</b> <b>Jan-Eric Slot</b> , CEO IHTSDO	
11:50 – 12:10	<b>How GS1 and IHTSDO standards work together?</b> <b>Mark Brommeyer</b> , Manager Supply Chain, NEHTA	
12:10 – 12:30	<b>Lewis Kontnik</b> , Director Brand Protection, Amgen	
12:30 – 12:40	<b>Welcome to San Francisco, October 2013 conference</b> <b>Siobhan O’Bara</b> , Senior VP Industry Engagement, GS1 US	
12:40 – 12:50	<b>Closing remarks – GS1 Healthcare Tri-chairs</b>	
12:50	Closing lunch	<b>GRAN HALL</b>
Afternoon	Site visits to a manufacturer, wholesaler or hospital	

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## General Information

### Conference venue

Marriott Plaza Hotel Buenos Aires  
Florida 1005  
Buenos Aires  
C1005AAU  
Argentina  
[www.marriott.com](http://www.marriott.com)

### Internet access

Wireless internet will be free and available in the conference rooms. Connection codes will be given at the registration desk.  
For access in rooms: 18USD/connection/day  
Guests must contact reception for the connection

### Dress code

Conference: business  
Networking event: smart casual

### Meeting rooms

Plenary sessions: FIESTAS  
Implementation reality break-out sessions: FIESTAS & COLONIAL  
Working lunches: DORADO & COLONIAL  
Ask the experts: FLORIDA & FIESTAS  
Lunches & MO Poster session: GRAN HALL

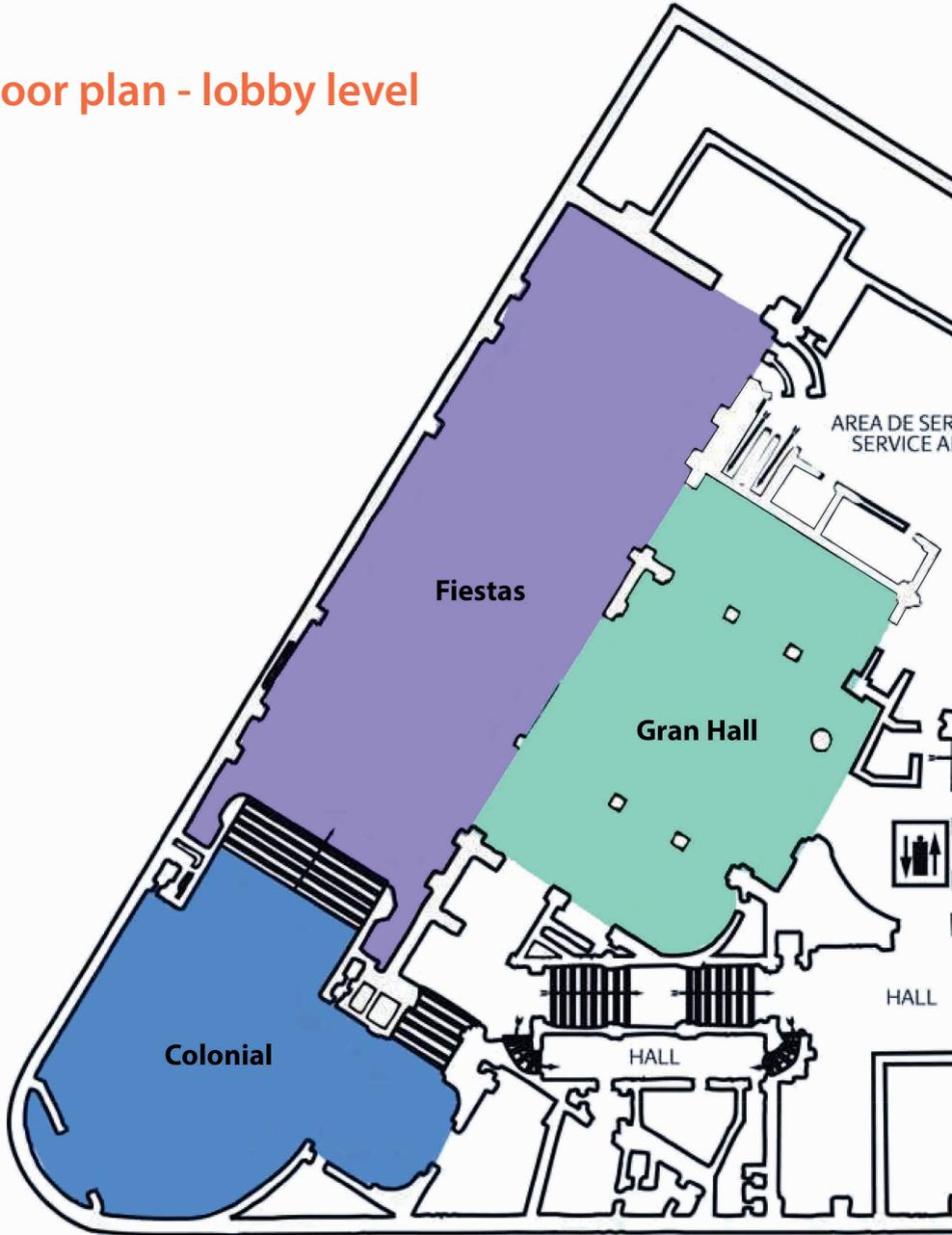
### Simultaneous translations

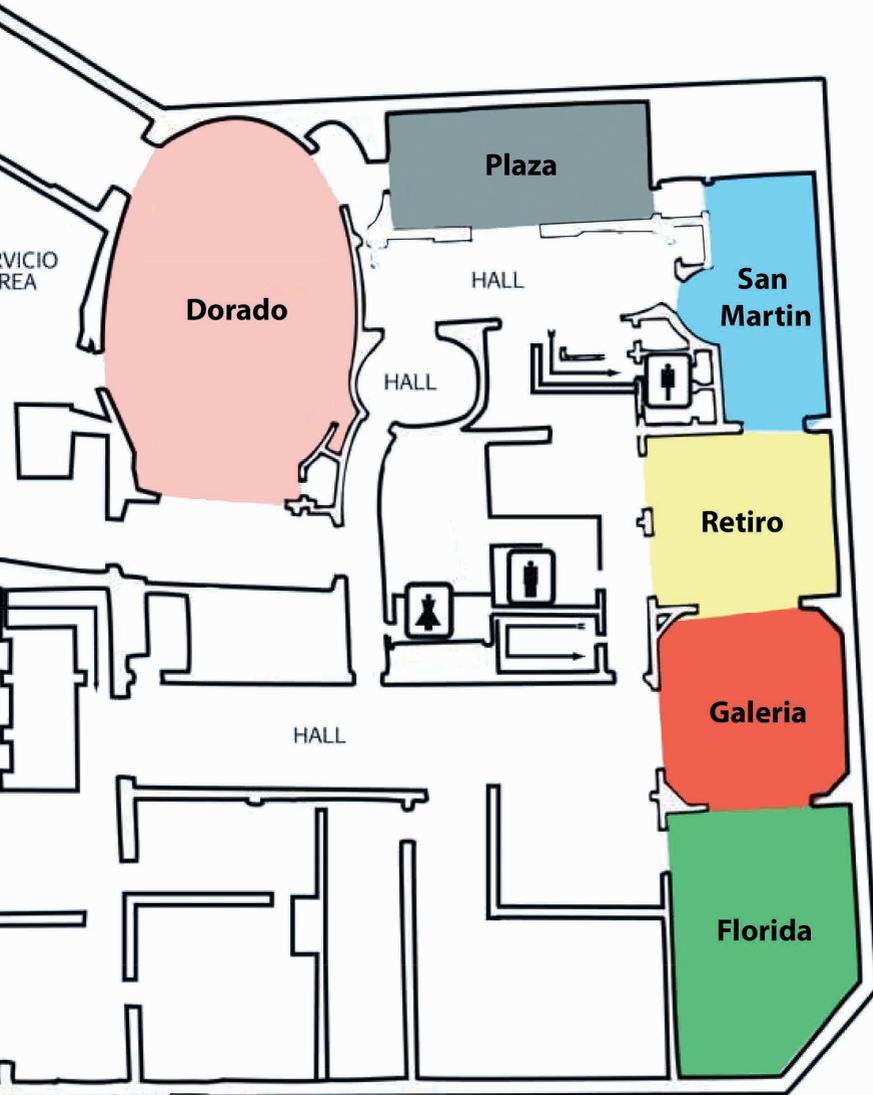
The following sessions will be simultaneously translated in English and/or Spanish:

- The plenaries
- Think Tank
- Concurrent breakout session: GMDN - a requirement for UDI
- HPAC working lunch



## Floor plan - lobby level







## Contact

### Conference enquiries:

Agathe Daskalidès: +32 479.06.93.35

## Poster session

Following the success of last year's poster session, we have reiterated the operation and included a short presentation of each implementation cases during the plenary sessions. You will gain an insight into recent and innovative cases implemented in several countries: Argentina, Australia, Colombia, Denmark, France and Germany. The posters will then be exposed in the Gran Hall where you will be able to discuss directly with the owners of the poster.

## Networking dinner

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At the conclusion of Wednesday's meeting, enjoy some networking time with your fellow attendees in a trendy and beautiful restaurant.

Located in one of the most exclusive areas of Buenos Aires, the Buenos Ayres Events will host the 23<sup>rd</sup> Global GS1 Healthcare Conference's networking event. With its excellent panoramic view on Puerto Madero and the river, the restaurant is ideal for an eventful evening!

### Address

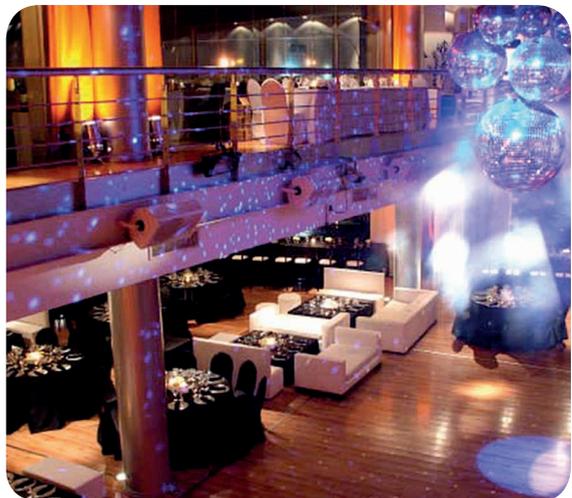
Av. Rawson de Dellepiane 150 -  
Dique 1,  
Ciudad Autónoma de Buenos Aires,  
Argentina

[www.eventosbuenosayres.com.ar](http://www.eventosbuenosayres.com.ar)

Busses to the networking dinner will leave the hotel at 19:30.

The first bus back will be waiting from 23:00.

### Sponsored by:





## Conference speakers

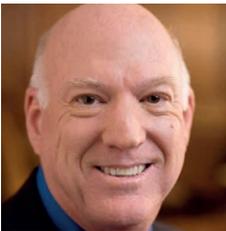


**Charles E. "Chuck" Biss, Senior Director AIDC Healthcare, GS1**

Chuck is presently Senior Director, AIDC Healthcare at GS1 Healthcare. Prior to September of 2008 he was Senior Analyst – Markets & Industry Standardisation at Honeywell Scanning and Mobility (formerly Hand Held Products, Inc., where he previously was Vice President of Verification Products) and has been involved in AIDC, barcode, image analysis and barcode verification for more than 40 years. Chuck started in the AIDC industry when he joined PSC Inc. (formerly Photographic Sciences Corporation) in 1973 and since then his focus has primarily been verification and industry standards development, as well as technical support / training and education. He was instrumental in the development of the Quick Check® verifier product line, which was developed in conjunction with Welch Allyn's Data Collection Division and is now part of Honeywell Scanning and Mobility.

He is a charter member of the AIDC 100 and was the 2001 recipient of AIM Global's Richard R. Dilling Award. He is also currently Chairman of ISO/IEC JTC 1/Sub Committee 31 on Automatic Identification and Data Capture.

Chuck received his Bachelor's degree in Photographic Science and Engineering from Rochester Institute of Technology in Rochester, NY.



**Ron Bone, Senior Vice President, McKesson Pharmaceutical**

Bone has spent 41 years with McKesson Corporation in various operations, sales and financial management positions and is currently Senior Vice President for the Distribution Support. Today his responsibilities include Regulatory Affairs, leading McKesson's product security initiatives through the use of electronic track and trace using Auto Identification and Data Capture (AIDC), and acting as the pharmaceutical business liaison with Corporate Government Affairs. He is a member of the of the GS1 Process Oversight Committee, a member of the Leadership Teams of GS1 Global Healthcare and GS1 US Healthcare, and is a member of the Industry Relations Council for the Healthcare Distribution Management Association (HDMA). In 2008, Bone testified before the US House of Representatives, Energy and Commerce Committee as an industry expert on anti-counterfeiting. In 2007, he was the recipient of HDMA's Nexus Award, which is the industry's highest honor recognizing leadership, exemplary service and professional excellence. Bone received his BS and MBA degrees from San Jose State University.



**Mark Brommeyer, Manager Supply Chain, National E-Health Transition Authority**

Mark Brommeyer leads the Supply Chain Reform Programme at NEHTA, incorporating the National Product Catalogue (NPC), the eProcurement solution and purchasing reform. Having spent 30 years in the health sector, with significant experience in e-health strategy and change management, Mark is passionate about supply chain reform. He has provided consultancy, project and change management services in public and private health sectors in Australia, New Zealand, Malaysia, China, England and Wales.

Mark is a Registered Nurse and has gained a Bachelor of Applied Science in Nursing, a Graduate Diploma in Adult Learning and a Master's of Educational Administration (Open Learning). The last twenty years have involved managing change and the integration of information and communication technologies to support, connect and provide healthcare across distance and time barriers.

Mark is a Fellow of the Australasian College of Health Informatics, an Associate Fellow of the Australian Institute of Management and a Member of the Australian Institute of Company Directors.

**Dra. Nora Cáceres, Pharmacist, Italian Hospital Buenos Aires**

Dr. Nora Cáceres is a Pharmacist graduated from the Pharmacy and Biochemistry Faculty of the University of Buenos Aires, she specialized in Pharmaceutical Development and Production.

She began working in the Italian Hospital in 1994. She belonged to the pharmaceutical staff until 2005 when she was named Chief of Service, position in which she continues until today. Between 2002 and 2004 she worked in the "Fundación Hospitalaria" of the Children's Private Hospital as Warehouse Manager.



**Rubén Calónico, CEO, GS1 Argentina**

Rubén has been with GS1 Argentina since 1995 as a member of the Board and serves as CEO since November 2006.

Before joining GS1, Rubén worked for several multinational companies such as Kraft Foods as Supply Chain Director and Sales Director, Molinos Rio de la Plata as Sales & Distribution Director, Pepsi Cola as Operations Director and Marketing Director and Philip Morris as Sales & Distribution Director and Marketing Director.

Rubén holds a degree in Advertising from the University del Salvador.





**Dr. Carlos Alberto Chiale, Controller, ANMAT**

Dr Chiale has a degree in Pharmaceutical Chemistry and has a doctorate in chemical science. He is currently Controller for the Administración Nacional de Medicamentos, Alimentos y Tecnología Médica [National Administration of Drugs, Food and Medical Technology], which is governed by the Secretaría de Políticas, Regulación y Relaciones Sanitarias [Secretariat of Health, Regulation and Relations] and the Ministerio de Salud de la Nación [National Ministry of Health]. He is also the Coordinator of Healthcare Products from SGT – 11 at MERCOSUR and Commissioner of Healthcare Products and Executive Director of Farmacopea Argentina. Previously he was Director of the Instituto Nacional de Medicamentos [National Institute of Drugs].



**Dra. Patricia Damiana Costanzo, Chief of Pharmacy, Hospital Garrahan**

Dra. Patricia Costanzo graduated from the faculty of Pharmacy and Biochemistry of the University of Buenos Aires (UBA). She has been a professor of clinical pharmacy at UBA and coordinated the project “computerisation of the pharmaceutical processes”. Currently she is head of the pharmacy department at the children’s hospital “Juan P. Garrahan”.



**Grant Courtney, Serialisation & Security Manager, GlaxoSmithKline**

Grant has worked for GlaxoSmithKline for 18 years focusing on packaging and supply chain management. Over the past 5 years he has specialised in Serialisation and now holds the post of Serialisation Deployment Lead, accountable for deploying GSK’s Serialisation capability.

Grant has been an active member of EFPIA for several years advising on both manufacturing and supply chain related issues; most recently as a member of the Serialisation and Coding Steering Team, which drives EFPIA’s work within this area. In addition to his roles in EFPIA and GlaxoSmithKline Grant is a member of the GS1 Global Healthcare Leadership Team.

Prior to joining the pharmaceutical industry he obtained a Business degree at the University of Hertfordshire Business School. Grant is also a very active musician and has composed and performed both in the UK and Europe.





**Jay Crowley, Senior Advisor, US FDA**

Jay Crowley is Senior Advisor for Patient Safety, in FDA's Center for Devices and Radiological Health. He is interested in developing and implementing new methods and techniques for identifying and resolving problems with the use of medical devices. Jay has held variety of positions over his 25 years at FDA. Currently, Jay has responsibility for implementing the Unique Device Identification requirements of the 2007 FDA Amendments Act and 2012 FDA Safety and Innovation Act. He holds a master's degree in risk analysis and a bachelor's degree in mechanical engineering.



**Diego Fernando Dagotto, Market Logistic Manager, Pfizer**

Diego Fernando Dagotto began his Pfizer career in 1992 as a Manufacturing Supervisor at the Buenos Aires Plant. In 1998 he was transferred to Production Planning. In 2007, he was promoted to Contract Manufacturing Leader, and was responsible for managing the relationship and activities with Contract Manufacturers in Argentina. His current position is Market Logistics Manager for Argentina, Paraguay and Uruguay. Diego holds Bachelor degrees in Marketing and Business Administration



**Margot Drees, Executive Director Global Strategy, GHX**

As Executive Director, Global Strategy at GHX, Margot Drees leads strategy for an organisation that brings together healthcare providers, manufacturers, distributors and group purchasing organizations in a collaborative and connected community to improve efficiencies, visibility and accuracy in the healthcare supply chain. In her current role, Margot is additionally responsible for development of an industry model in support of track and trace and pedigree.

Drees joined GHX in 2005 with more than 15 years of experience in product management and marketing for healthcare and high-tech companies, including the Micromedex division of Thomson Healthcare Publishing. She received a BA in International Affairs from the University of Colorado, Boulder and an MS in Communication from the University of Denver.



**Luciano Alfredo Héctor Di Cesare, Executive Director, INSSJP – PAMI**

Dr Di Cesare is currently Executive Director of the I.N.S.S.J.P. [National Institute of Social Services for Retirees and Pensioners], as well as coordinator of the Scientific Committee, advisory to the National Ministry of Health.

He is also Director of the Master courses in Management and Development of Social Welfare at the University of Buenos Aires. Prior to joining government agencies, Dr Di Cesare obtained his medical degree at the university of Buenos Aires as well as a Master in Business Administration.





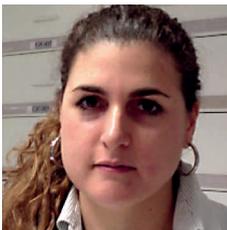
**René Drost, Owner, NAMCO Healthcare Technology**

Born in 1958, René started a career in military and civil aviation. He had several assignments being responsible for aircraft and helicopter maintenance. At KLM Royal Dutch Airlines René was responsible for “nose to tail” Boeing 737 maintenance. In his aviation career, René became fully aware of the relevance of tracking & tracing of parts and components and its impact on flight safety. Since 2003, René is owner of NAMCO, a globally operating consultancy firm in both the Aviation and Healthcare market. Amongst others he supported a large academic hospital in The Netherlands in achieving JCI accreditation for the medical equipment. He also worked for the Dutch Government in realising a national registry for implants. René currently chairs the Dutch Working Group in order to revise CR 14060:2000 Medical device traceability.



**Lic. Hernán D. Fernández, Director surgical instruments, FAICO**

After graduating from the business university of John F. Kennedy, Lic. Fernández joined the group MetLife Argentina and Uruguay as purchasing and facility executive manager. He then joined the management team of the surgical instruments firm, FAICO in 2009. He is currently leading the project of incorporating new technologies to trace the medical devices produced and sold by the company.



**Dra. Guadalupe Fernández Porto, Chief of Pharmacy, IADT**

Dra. Porto is Head of the Pharmacy Unit at the Instituto Argentino de Diagnóstico y Tratamiento. She has participated in different lectures on drug traceability. She holds a degree in Pharmacy from the University of Buenos Aires.





**Dra. Estela Izquierdo, Chief of Pharmacy, Sanatorio Güemes**

Estela Juana Izquierdo has a degree in Pharmacy from the Faculty of pharmacy and biochemistry of the University of Buenos Aires. She completed her medical residency at the Clinical Pharmacy of the General Children’s Hospital “Ricardo Gutierrez” in Buenos Aires. Currently she is Head and Technical Director of the Pharmacy Service of Sanatorio Güemes. Furthermore, she is Director of the residency programme of the Pharmacy Hospital of Fundación Sanatorio Güemes, Coordinator of the Commission of the Pharmacy Hospital of the Colegio de Farmacéuticos [College of Pharmacists], the Capital Federal, and the Confederación Farmaceutica Argentina [Argentine Confederation of Pharmacists] and Vice-president of the Asociación Argentina de Auditoria y Gestión Sanitaria [Argentine Association of Audit and Healthcare Plan].



**Janice Kite, Traceability Director Healthcare, GS1**

Prior to undertaking the assignment with GS1 Global Office to facilitate the development of process and technical Traceability standards, Janice Kite was a Senior Manager with responsibility for eBusiness for Johnson & Johnson’s UK Medical Device and Diagnostic companies. This role continued a common thread throughout her career of roles at various stages of the extended supply chain with the trend of moving downstream closer to the external customer. She has held a number of positions with medical device industry associations: ABHI and Eucomed. Her MBA dissertation (Hypothesis: Medical Device manufacturer applied or embedded RFID has benefits to Patient Safety over existing Auto-ID technologies, e.g. Barcodes) received critical acclaim.



**Ana Paola Negretto, Pharmacy Coordinator, Hospital and Maternity Santa Joana/Pro Matre Paulista**

Mrs Negretto is a pharmacist graduated from the Federal University of Rio Grande do Sul, holding a postgraduate degree in Hospital Management from PUC-RS and in Quality Management from the University of Vale dos Sinos in São Leopoldo – RS. She has 20 years of experience in Quality and Hospital Pharmacy Management. Currently, she coordinates pharmacies and stockrooms of Santa Joana Group – Santa Joana Hospital and Maternity and Pro Matre Paulista.



**Siobhan O'Bara, Senior Vice President, GS1**

Siobhan O'Bara, Senior Vice President of Industry Engagement for GS1 US, is an accomplished leader with over 20 years' experience in supply chain, logistics, and operations management. She is responsible for building long-term industry relationships through strategic and meaningful collaboration and serves as lead ambassador to the Consumer Packaged Goods/Grocery, Healthcare, Foodservice, Fresh Foods, Apparel, and General Merchandise industry sectors. Previously, she served as Vice President of Healthcare for GS1 US.

Prior to joining GS1 US, Ms. O'Bara was Vice President of Customer Operations and Supply Chain Systems and Solutions for Covidien, a leading global provider of healthcare products. While there, she managed supply chain functions at multiple Covidien divisions, including medical supplies, retail, imaging, pharmaceutical, and respiratory technologies. Ms. O'Bara is a graduate of Johnson & Wales University, the University of Connecticut, and Babson College.



**Leonisa Obrusnk, Oswaldo Cruz Hospital supply chain manager, Oswaldo Cruz German Hospital**

Leonisa Scholz Obrusnik, is supply chain manager at Oswaldo Cruz German Hospital, since 2007. She is responsible for the implementation of the traceability process in the hospital. She has more than 20 years' experience in supply chain management. She holds a double MBA degree in executive management from UNISINOS University and a MBA degree in the management of healthcare organisations from FIA university.



**Christian Riediger, Head of 2D Matrix Code Core Team, Bayer Pharma AG**

Christian Riediger has now been working for seven years in the special field of Datamatrix coding, mass serialisation and track & trace. From 2005 to 2007, Mr Riediger was project manager for the implementation of the Datamatrix technology at Bayer Animal Health. Since then, he has been working for Bayer Pharma AG and is the Head of the global Bayer HealthCare 2D Matrix Code core team for mass serialisation.





**Camilo Rueda, Engagement Manager, McKinsey & Company**

Camilo Rueda is an Engagement Manager in the Bogota Office of McKinsey & Company. He joined the Firm in February 2008 and graduated from the Operations Academy, a two year program focused on creating deep expertise in Operations topics. He has served clients as part of the Operations Practice in the Pharmaceuticals, Aerospace, Paper and Pulp and Consumer Packaged Goods sectors on topics of Supply Chain, Lean Manufacturing and purchasing.

Camilo has an undergraduate degree in Computer Science from the University of Notre Dame and a Masters in Business Administration from Indiana University Kelley School of Business. He speaks fluent Spanish and English.

Prior to joining McKinsey, Camilo served in the United States Navy as a submarine officer. He graduated from the Navy's Nuclear Propulsion School and held billets of Communications Officer, Reactor Controls Assistant, Assistant Engineer, Senior Pilot of Deep Submergence Rescue Vehicle, and Senior Diver.



**Jan-Eric Slot MB MSc MBA, CEO IHTSDO**

Prior to his assignment as CEO of the International Health Terminology Standards Development Organisation, Jean-Eric Slot has served as the CIO at the Academic Medical Centre at the University of Amsterdam, where he still lectures in IT Governance. Before re-joining the AMC in 2005 Jean-Eric held a variety of senior positions in health related IT companies in Europe and the US. He attended medical school in Amsterdam and also holds Masters degrees in Information Systems and Business Administration and is fluent in several European languages.



**Peggy Staver, Director, Pfizer Inc.**

Peggy Staver is Director for Product Integrity at Pfizer Inc. Mrs Staver's responsibilities include developing and implementing strategies to enhance patient safety and further secure the U.S. pharmaceutical supply chain. She represents Pfizer externally on various customer engagements and industry interactions relative to channel security and works closely with internal Pfizer colleagues to implement approved strategies. Mrs Staver has been involved with a number of industry initiatives to address the threat posed by counterfeit pharmaceuticals including the potential role serialisation and track & trace technology may play in deterring counterfeiting. She has been directly involved with Pfizer's projects to implement serialisation and is currently leading Pfizer's U.S. and Global serialisation teams. She also works closely with Pfizer's Global Security organization as it relates to investigations of suspected counterfeit or adulterated Pfizer products. She is a member of the GS1 Healthcare US and Global leadership teams and Pfizer's Supply Chain Security Team. Mrs Staver has 30 years of experience in the industry.





**Ariel Pablo Viner**, Management Director, Suizo Argentina  
Dr Viner is a Certified Public Accountant specialised in Financial Management. He graduated from the University of Belgrano. He is the Management Director of the Suizo Argentina S.A. He participated in the Integrated Logistic Program organised by GS1 Argentina. He has presented a paper on "Research and development for the creation of new intelligent software for logistic usage and serialisation capturing data through a slip ring type scanner."



**Paul Voordeckers, President Industry Engagement and EPCglobal, GS1**

Paul Voordeckers joined GS1 in 2011 as President of Industry Engagement and EPCglobal. He is based in Brussels and is a member of the GS1 Global Leadership Team, reporting to the CEO, Miguel A. Lopera. Paul's Industry Engagement team supports the sector work of GS1's 111 Member Organizations in Retail/eTail, Transport & Logistics, Healthcare, Foodservice, Defense, and Automotive to improve value chain efficiency, safety, and security through the global implementation of GS1 standards. He drives GS1's operational relationships with retailers and manufacturers, opinion leaders, and key industry stakeholders. Paul came to GS1 with over 20 years of broad, international experience as a senior executive in the consumer packaged goods industry (FMCG). He held several global marketing, sales, and business operations positions at the consumer and industrial businesses leader Henkel, and more recently at Nicols International, a leading private label manufacturer of household and cleaning products.



**Mark Wasmuth, CEO, Global Medical Device Nomenclature (GMDN)**

He is a Chartered Engineer and Member of IET. He has been at the GMDN Agency since the start of 2010 and is now the CEO. This follows 15 years at the British Standards Institution responsible for Technical Help to Exporters and then International Projects. Before that he was a Senior Engineer with Instron Materials Testing and Molins PLC.



**Dra. Heidi Wimmers, Chief of Pharmacy, Hospital Aleman Buenos Aires**

Dra. Heidi Wimmers is Chief of Pharmacy and President of the Independent Ethics Committee of the German Hospital. She is a Consultant Member of the Medical Ethics Committee of the Argentine Society of Urology. In 2005, she finished her postgraduate education on Bioethics at the University CAECE and in 2009 a Master's degree on Clinical and Pharmacological Research in the Austral University. She is an active member of the Patient Safety Committee and Director of the Pharmaceutical Residence of the hospital





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**Global GS1 Healthcare Conference**  
Buenos Aires, 23 to 25 April 2013

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# 24<sup>th</sup> Global GS1 Healthcare Conference

1 - 3 October 2013  
San Francisco, USA

