HUG Mission & Vision

Orlando, June 2007
Jim Willmott - Smiths Medical
Our Mission

Lead the healthcare industry to the effective utilization and development of **global standards**, with the primary focus on **automatic identification** to improve patient safety.

Our Vision

To be the **single source for regulatory agencies and trade organizations** (manufacturers, wholesalers, distributors, hospitals and pharmacies) to seek input and direction for **global standards in the healthcare industry**.
GS1 has embraced the healthcare sector AND the healthcare sector has embraced GS1

Global Healthcare User Group chooses GS1 as sole system of standards in healthcare

The GS1 HUG™ is a voluntary and open group formed by 40 leading pharmaceutical and medical device companies, wholesalers, hospitals and trade associations from around the world. The HUG's primary objective is to enhance patient safety worldwide through accurate and standardised product identification.

Accurate product identification is crucial to patient safety in three key aspects:
- avoiding medication errors by ensuring that the right drug is delivered to the right patient
- preventing the use of counterfeit drugs and medical devices
- allowing the traceability of medical products

After one year of successful operation of the GS1 HUG™, HUG officially announced on 26 July 2006 that it will use GS1 standards exclusively as the basis for its automatic product identification developments (Bar Codes and Radio Frequency Identification Product Tags). Over the course of the next 18 months the HUG members will continue to further promote the existing GS1 standards for their application and implementation, in the healthcare sector. While the primary focus is on developing global standards for automatic product identification, the HUG will also be working on other topics e.g. serialization, medical catalogues, data synchronisation, classification and e-commerce, to make the healthcare systems safer and more efficient worldwide.

The two co-chairs of the GS1 HUG™ expressed their satisfaction at this achievement: Volker Zehra, RBRAU, commented: "The organisation of the HUG, the engagement of the members and their willingness to share expertise are the
Develop global standards for automatic product identification, using Bar Codes and RFID.

Recently started projects:
- Medical catalogue
- Data synchronization
- Classification
- E-commerce
- And more …
Area of Focus

Prevention of Medical Errors
Encoding of the unit dose or unit of use package to enable automated verification to ensure right dose, for the right patient at the right time. Encoding of the unit of use package to enable automated verification to ensure the right device for the right patient.

Product Authentication
Utilizing a GS1 data structure, enable authentication of individual packages, cases or pallets.

Tracking and Tracing
Utilizing a GS1 data structure, work with supply chain trading partners to enable an electronic pedigree for individual packages such that in the event of a counterfeiting incident, tracing of the suspect product can occur.

Increase Total Supply Chain Efficiency
Through greater visibility, accuracy and velocity.
A group with representation from all stakeholders

Manufacturers ♦ Wholesalers ♦ Distributors
Hospitals ♦ Pharmacies ♦ Regulatory Bodies
Trade Associations ♦ GS1 Member Organisations

2007 Leadership Team

*representing hospitals
GS1 HUG Global Healthcare User Group
Organisation and Activity Chart - May 2007

HUG Leadership Team
Ulrike Kreysa, GS1 Healthcare (Project Management & Coordination)
Rich Hollander (Co-Chair), Pfizer & Mark Hoyle (Co-Chair), Tyco Healthcare
Frank Brüggemann, Comparatio Health - Jackie Elkin, Medtronic - Nicolas Florin, GS1 - Steve Hess, Merck - Joe Pleasant, Premier
John Terwilliger, GS1 - Peter Tomicki, Baxter - Mark Walchak, Pfizer - Tom Werthwine, J&J - Volker Zeinar, B.Braun

HUG Membership Support Team
Volker Zeinar, B.Braun

HUG Communication Support Team
Jim Willmott, Smiths Medical

HUG Work Teams
Auto-ID Data
Mark Walchak, Pfizer
Mark Hoyle, Tyco Healthcare

Serialisation
Steve Hess, Merck

Data Carrier
To be established on completion of Auto-ID & Serialisation work

Public Policy
Jackie Elkin, Medtronic

Business Case
Ed Dzwill, J&J Pharma

Data Synchronisation
Tom Werthwine, J&J
Joe Pleasant, Premier

Classification
Leighton Hansel, Abbott
Dave Turner, Novation

HUG Local Teams
Australasia
Austria
Canada
Chile
France
Germany
Malta
Serbia & Montenegro
Macedonia
Switzerland
United Kingdom
Stakeholder Participation in Standards Development

Pharmaceutical Companies
- Alcon Laboratories
- Amgen
- Astra Zeneca
- Baxter
- Behring
- B.Braun
- Boehringer Ingelheim
- Cephalon
- GSK
- Johnson & Johnson Pharma
- Merck
- Merck Germany
- Novartis
- Pfizer
- Procter&Gamble
- Roche Diagnostics
- Sanofi Aventis
- Wyeth

Medical Device Manufacturers
- 3M
- Aesculap/B.Braun
- Alcon Laboratories
- Baxter
- BD
- Boston Scientific
- B.Braun
- Cook
- DePuy/J&J
- Edwards Lifescience
- Hospira
- Johnson & Johnson MD
- Medtronic
- Olympus Medical Systems
- Pall Medical
- Smiths Medical
- Terumo
- Tyco Healthcare

Transport & Logistics Firms
- Exel
- Aexxdis

Retail
- WalMart

Associations
- AdvaMed (US Association of Medical Device Manufacturers)
- Eucomed (European Associations of Medical Device Manufacturers and National Associations)
- EGA (European Generic Medicines Association)
- IHF – International Hospital Federation

Regulatory Bodies
- PHAC (Public Health Agency of Canada)
- FDA – Food and Drug Administration
- Ministry of Health New Zealand
- Ministry of Health UK
- NEHTA, Australia
- Ministry of Health Serbia

Hospitals & GPOs
- Marienhospital Herne
- Premier
- University Hospital of Dijon
- University Hospital of Lyon
- University Hospital of Leeds
- University Hospital of Geneva
- Comparatio University Hospital Group
- Chelsea & Westminster NHS Hospital, London
- University of Tokyo

...and more!
www.gs1.org/hug