Closing Remarks

Mike Wallace
Co-Chair GS1 Global HLT

October 7, 2009
INFORMATICS – The ability to gain additional insight from the analysis of data.

Using Healthcare data and improved analytics to:

• Hong Kong – Use data from HER to
  – Identify emerging public health issues
  – Reduce patient care costs
• China - Improve costs by reducing the use of antibiotics
• Turkey – Using standardized data to
  – Identify unjustified purchase price variances
  – Reduce medical device tender costs
  – Reduce reimbursement expenses
• Australia – Using standardized data from GDSN to
  – Manage product information
  – Reduce healthcare costs systems

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Other Benefits of Standardized Data

- Reduce multiple standards maintenance costs
- Simplify Label Processes, Eliminate Re-labeling
- Improve inventory control
- Improve patient safety and compliance
- Improve Trading Partner relationships
- Reduce cycle times
- Simplified systems landscape
- Reduce recall management costs
- Minimize cost of AIDC technology purchases

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A new definition of Success?

To be successful

- Fill a customer need
- Meet a cost/benefit threshold
- Be high quality
- Provide incremental value
- Be easy to use and understand
- Available to the market

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Value – Standards/Sharing Curve

- **Incremental Value**
  - High
  - Low

- **Non-Standard Not Shared**

- **Standard Shared**

- **Tipping Point**

- **Other**
- **Provider**
- **Distributor**
- **Manufacturer**

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Which Path Will We Choose?

We are here

We are approaching a Critical Point

Work together to drive Adoption of Global Standards & Converge

Demand Local Standards & Diverge

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To ALL of our Speakers and Participants

Thank You!

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GS1 Global Staff

Hong Kong 2009
Please join us for the 16th Global GS1 Healthcare Conference

March 16 – 18, 2010

São Paulo, Brazil