



# Make Standards Work!

**Chris Adcock**

**President Healthcare, GS1 Global Office  
Washington DC, 16 June 2009**



# Change takes time !



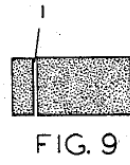
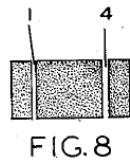
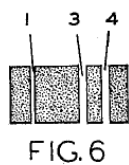
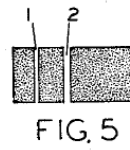
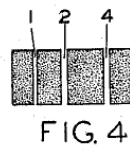
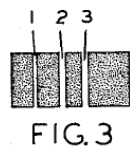
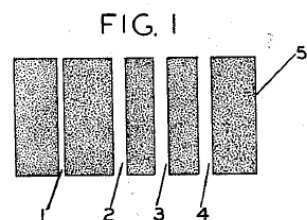
Oct. 7, 1952

N. J. WOODLAND ET AL  
CLASSIFYING APPARATUS AND METHOD

2,612,994

Filed Oct. 20, 1949

3 Sheets-Sheet 1



“Classifying  
Apparatus and  
Method”

Patent Application  
Filed

# 1974



**First barcode scanned**  
**June 26, 1974 at 8:01am**  
**Troy, Ohio, USA**



# 1974

“It is a nefarious  
government plot to control  
people”

# Late 70's

“In the early years of barcode scanning, many manufacturers did not put codes on their products, and stores were hesitant to purchase high-priced scanning equipment.”



# 2009

**10.000.000.000 beeps per day**

1.2 million members worldwide

US\$ 17 billion annual cost savings in  
the grocery sector alone





# Change takes time !

## The time has come for healthcare !





## **Security, traceability and efficiency in healthcare**

are currently at the forefront of  
government regulations and industry  
concerns around the world.



# 2005-2009

# Standards in the works.



# **GS1 Healthcare**

## **Global, Voluntary Healthcare User Group**

- ❖ AIDC Application Standards
- ❖ Global Data Synchronisation & Product Classification
- ❖ Traceability in Healthcare

Meet bi-weekly via conference call  
and 3 times per year in the global conferences.



# **Healthcare Global Conferences**



**Toronto**



**Granada**



**Rome**



**London**



**Paris**



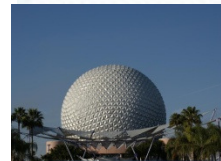
**Brussels**



**Berlin**



**Minneapolis**



**Orlando**



**Princeton**



**Washington**



**Vienna**



**Tokyo**



# Healthcare Standards in the works

> 500 work team members

> 10,000 contact hours

**Countless hours** of vetting,  
offline discussions, brainstorming, ...





**Healthcare**

## **Current status Standards development**

- GTIN Allocation Rules for Healthcare ratified
- AIDC Application Standards Phase 1 in public review
- AIDC Application Standards Phase 2 in public review
- Global Traceability Standard for Healthcare (GTSH) ratified
- GTSH Implementation Guidelines published
- Global Data Synchronisation Network Healthcare Extension motioned to solution design
- GDSN Global Pilot successfully completed



**2009 - ...**

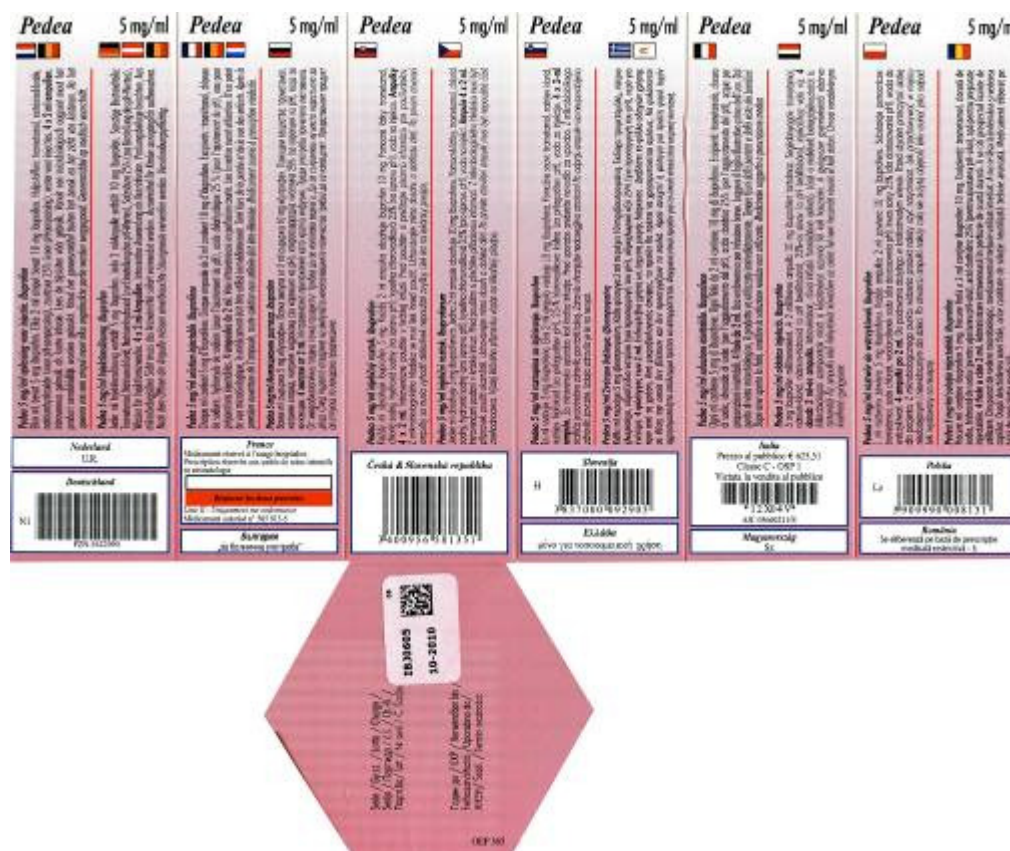
**Make Standards Work!**







# Need for global harmonisation



# Working with governmental bodies and organisations



And many more...

108 GS1 Member Organisations  
1,800 employees

Local healthcare user groups  
**drive and support**  
**adoption and implementation**  
of GS1 Standards





Solid base of GS1 Standards adapted to healthcare needs will be in place in 2009

## **Standards development efforts continue**

- Traceability Technical Standards
- More AIDC Application Standards: patient ID, location & legal entity ID, plasma derivatives, etc.
- Product classification



# The time has come for healthcare !

It will be a journey to get there, but  
the patient safety and efficiency  
benefits are and will be substantial.

# Take full benefit of this global conference

Learn...Share...Network...Enjoy



# **Healthcare Meet the new Global LT**



**Mike Wallace**



**Grant Hodgkins**



**Nathan Habeck**



**Volker Zeinar**



**Frédérique Fremont**



**COVIDIEN**

**Kevin Mulligan**



**Ramesh Murthy**



**Grant Courtney**



**Tom Werthwine**



**Ron Bone**



**Jackie Elkin**



**Scott Cameron**



**Tim Marsh**



**Joe Pleasant**



**Jim Willmott**



**Michio Hamano**



**Dennis Harrison**



**Nicolas Florin**





# Contact Details

GS1 Global Office

Avenue Louise 326, bte 10

B-1050 Brussels, Belgium

**T** + 32 2 788 78 00

**W** [www.gs1.org](http://www.gs1.org)

