



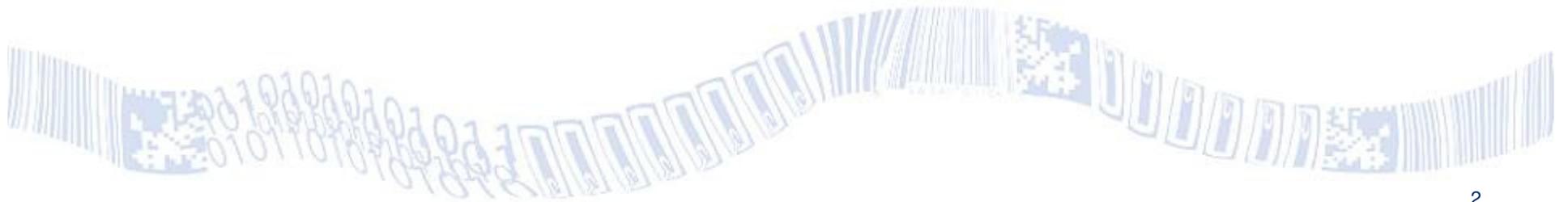
# Make Standards Work!

**Chris Adcock**

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



# Change takes time !



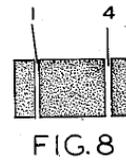
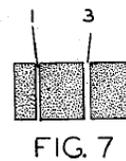
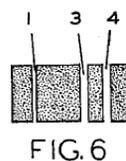
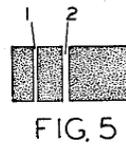
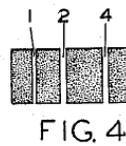
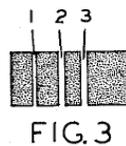
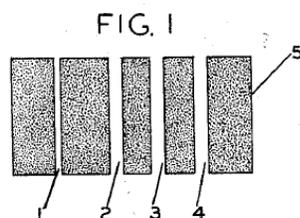
Oct. 7, 1952

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**

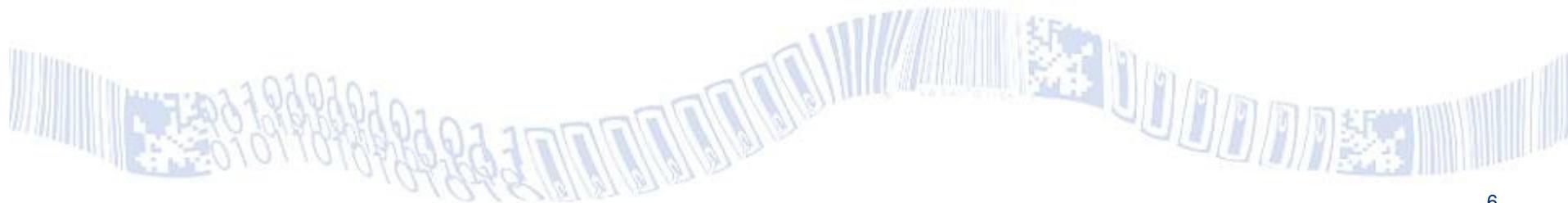


# 1974

“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**

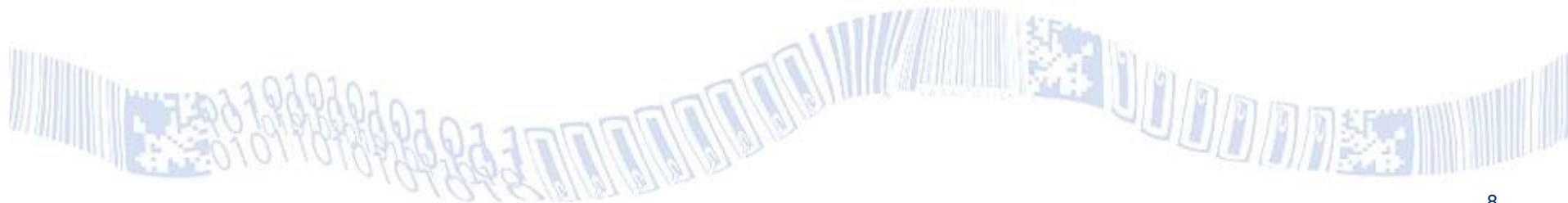
1.2 million members worldwide

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



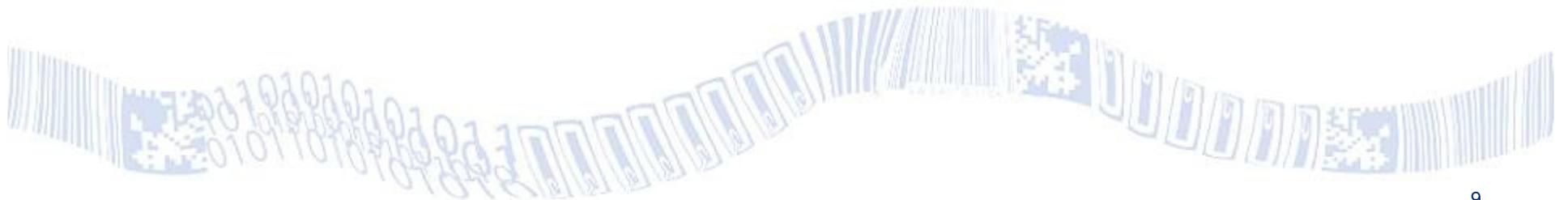
**Change takes time !**

**The time has come for  
healthcare !**



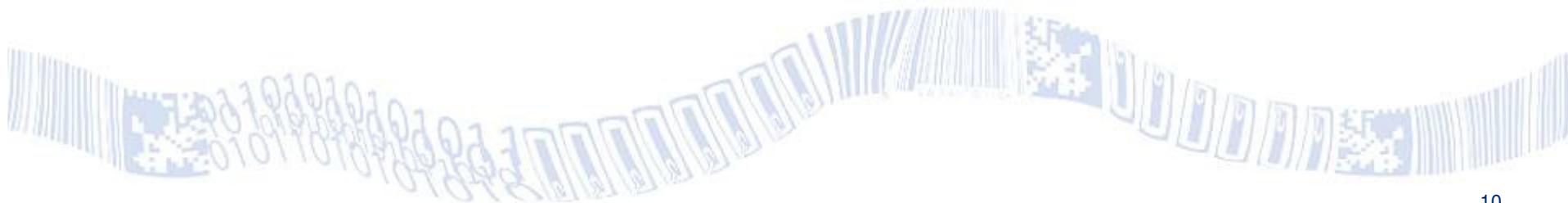
# **Security, traceability and efficiency in healthcare**

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.

# GS1 Healthcare Global Conferences



Toronto



Granada



Rome



London



Paris



Brussels



Berlin



Minneapolis



Orlando



Princeton



Washington



Vienna



Tokyo



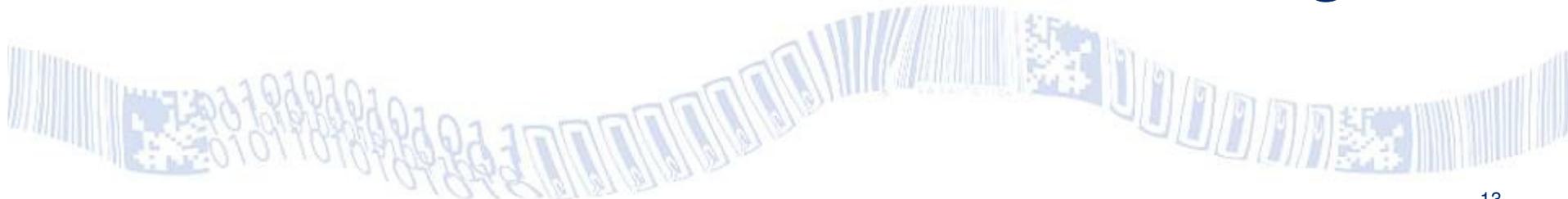


# GS1 Healthcare Standards in the works

> 500 work team members

> 10,000 contact hours

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

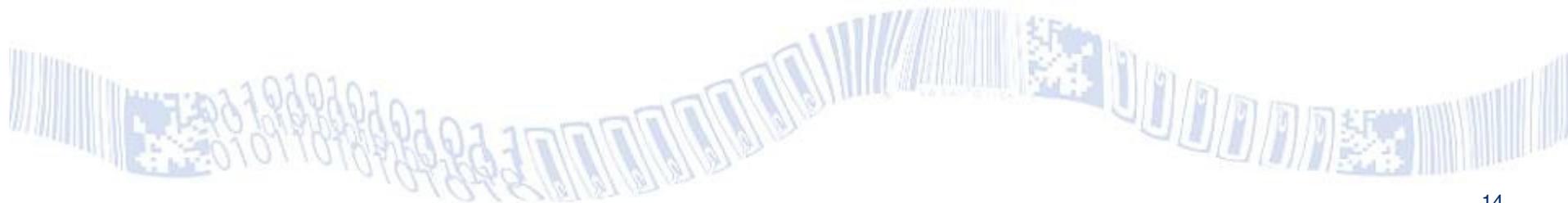




**Healthcare**

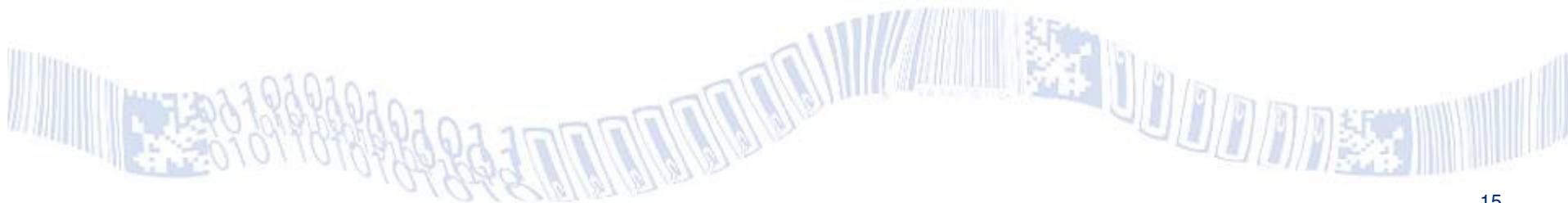
## **Current status Standards development**

- 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!**





# GS1 Healthcare

## 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

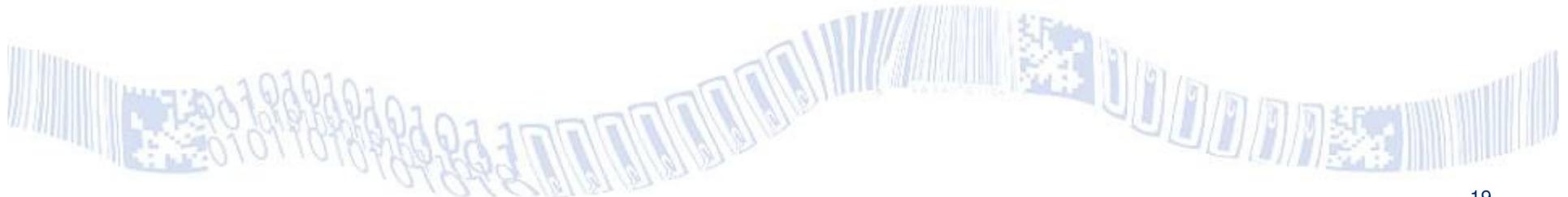




Solid base of GS1 Standards adapted to healthcare needs will be in place in 2009

## Standards development efforts continue

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

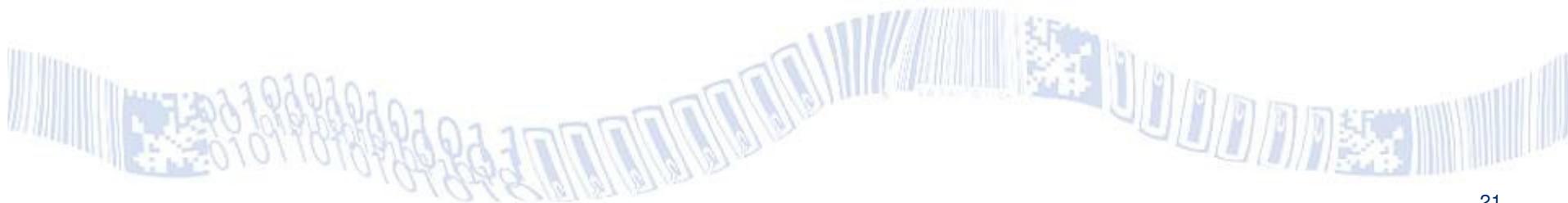


# The time has come for healthcare !

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



# GS1 Healthcare Meet the new Global LT



Mike Wallace



Grant Hodgkins



Nathan Habeck



Volker Zeinar



Frédérique Fremont



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)

