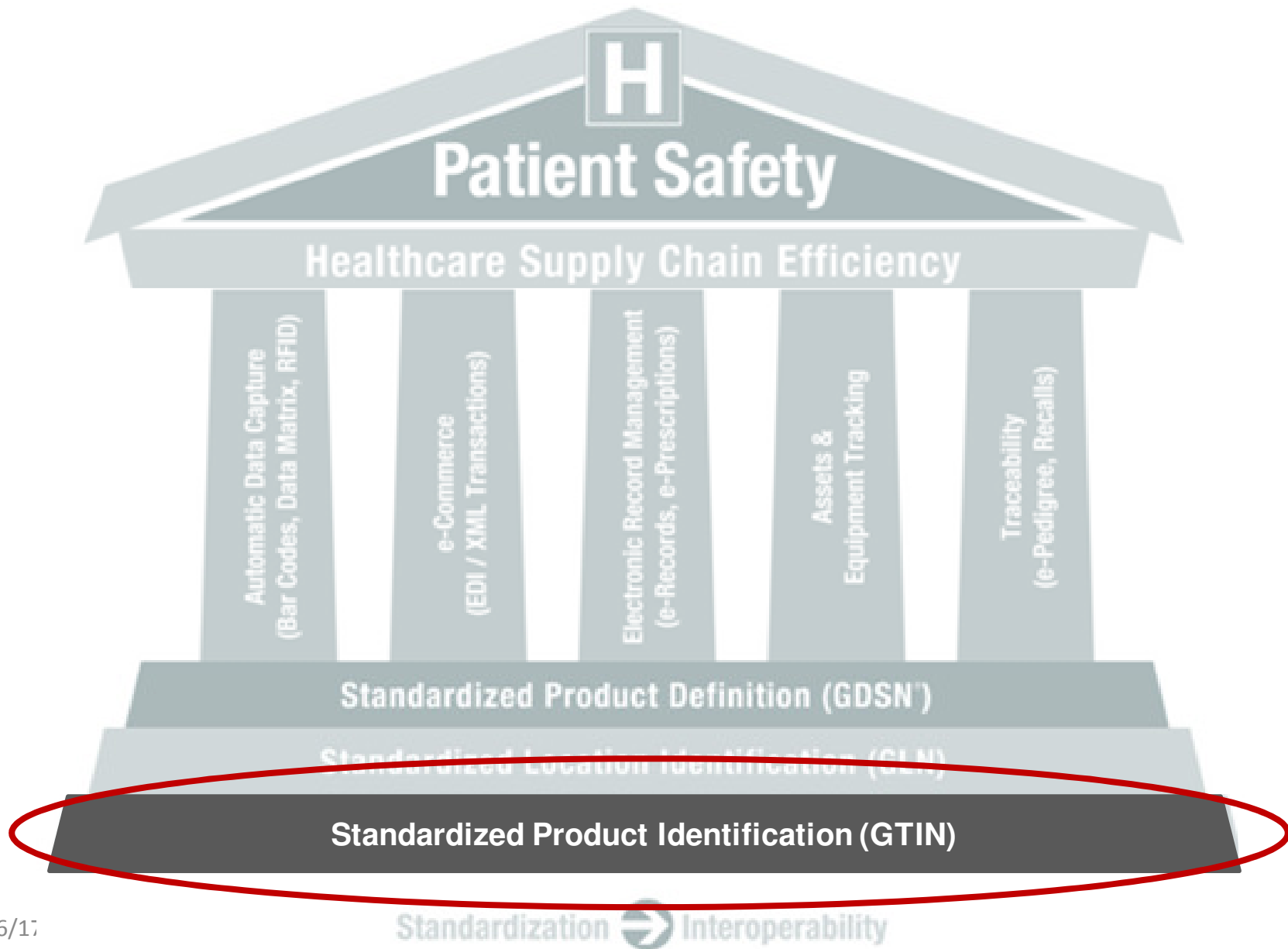


“Building Patient Safety”



GTIN Implementation: Meeting 2012 GTIN Sunrise

Ed Dzwil

Manager Package Technology

GPSG – Johnson & Johnson

The World's Most Broadly Based Health Care Company

Johnson & Johnson

- **Founded in 1886; family-owned until listed on NYSE in 1944**
- **Sales in three business segments: Consumer Healthcare; Medical Devices & Diagnostics; Pharmaceuticals**
- **Managed by franchise or groups of product categories -- a unique form of decentralized management**



Business Overview

- Johnson & Johnson, through more than 250 Operating Companies, is the world's most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services, for the Consumer Healthcare, Pharmaceutical, and Medical Device & Diagnostics markets
- J&J Operating Companies employ over 119,000 men and women in 57 countries and sell products throughout the world
- Worldwide Sales in 2008 were \$63.7 billion
 - Pharmaceutical and Medicines & Nutritionals – \$24.6 billion
 - Medical Devices & Diagnostics - \$23.1 billion
 - Consumer - \$16.0 billion

J&J – A Decentralized Management Approach

“We are big and we are small all at once. Each of our operating companies functions as its own small business. They are strongly entrepreneurial in character, and they know that their success depends on anticipating customers’ needs and delivering meaningful, high-quality solutions. While our people operate in a small-company setting, they also have access to the know-how and resources of a Fortune 50 company. It’s like having dozens of strategic partners at their fingertips.”
(from www.jnj.com)

Perspective

- Manager Package Technology – Global Pharmaceutical Supply Group in the Global Technical Services area
- External focus to understand technologies and bring them into J&J
- Links to all three sectors in J&J
- Engineering Lead for the implementation of Serialization of Sales Units for California compliance
- Co-Chair of the GS1 Healthcare US Product Identification – GTIN group



2012 GTIN Sunrise

“Adoption of GTIN by U.S. Healthcare by 2012”

Voluntary US Healthcare Implementation Path



	Phase One Awareness	Phase Two Notify Trading Partners	Phase Three Contract & Systems	Phase Four Transactions	Phase Five 2012 Implementation
Suppliers	Know of impending requirement, access ability to meet or exceed requirement .	Notify trading partners of ability to accept GS1 standards; specifically GTIN and possibility additional Application Identifiers is (e.g. lot number, expiry date, serial number) notify trading partners of requirement for GS1 standards from suppliers.	Terms and conditions of contracts call for GS1 standards on all products; GTIN and possibility lot number, expiry date and serial number . IT staff begins to align internal systems with this requirement .Initial testing begins.	Testing continue to use GTINs and other GS1 standards in a majority if not all transactions	All products ordered and received, marked in accordance with GS1 standards.
Software Providers	Know of impending requirement, access ability to meet or exceed requirement .	Notify trading partners of ability to accept GS1 standards; specifically GTIN and possibility additional Application Identifiers is (e.g. lot number, expiry date, serial number) notify trading partners of requirement for GS1 standards from suppliers.	GS1 standards on all products; specifically GTIN and possibility lot number, expiry date and serial number Staff begins to align internal systems with this requirement . Initial testing may begin.	Testing continues to use GTINs and other GS1 standards in a majority if not all transactions and software has been developed to support .	All products have specific segments identified for GS1 standards follow he allocation rules in the specifications..

How is J&J preparing for 2012 GTIN Sunrise?

- J&J's Decentralized Management provides challenges and solutions
- Participation in a number of HDMA and GS1 teams, Product ID, GDSN, GLN, Traceability, Indicator Digit, Case Labeling to insure our information is current
- Contribute to these groups to help form direction that is consistent with J&J values and needs
- Evaluate our current bar coding and when changes are made for normal business, take advantage
- Migration of MD&D companies (Cordis, DePuy, Ethicon, Ethicon Endo, Lifescan, Ortho Clinical Diagnostics) to GS1 standards is in process
- Pharmaceuticals and Consumer Healthcare bar codes are GS1 Compliant

How is J&J preparing for 2012 GTIN Sunrise?

- We have a process for problematic bar code correction
- Maintain validated bar code analysis equipment
- Seek voice of the Customer by site visits to scanners of our codes, Hospitals, Distribution Centers, Production Lines
- Communicate progress and form internal teams to identify subject matter experts so other J&J companies have access to knowledge
- Utilize resources of the many SME's at GS1 who can and are ready to help resolve technical issues
- Never stop learning as there are always challenges, especially with new products
- Stay involved

GS1 US Product Identification Team (GTIN)

- Mission – Promote awareness and use of GTINs in the US Healthcare Community as well as identify and resolve issues associated with adoption and implementation
- GS1 Sponsor – John Roberts
- Co-Chairs – Ed Dzwil (J&J) & Chris Tucker (VA)
- Meetings – Teleconferences Weekly and face to face twice per year
- Team members bring cases to discuss and resolve
- Always open to the Healthcare community