



# Global GS1 Healthcare Conference Sydney, 20-22 March 2012

## 21<sup>st</sup> Global GS1 Healthcare Conference Sydney, 20-22 March 2012

**When Supply Chain meets eHealth -  
the importance of laying the foundations in Healthcare  
*Raising the bar on patient safety and supply chain efficiency***

Join a few hundred key stakeholders at the 21<sup>st</sup> Global GS1 Healthcare Conference in Sydney from 20 to 22 March 2012.

Participants from around the world join the global GS1 Healthcare conferences to:

- **gather** the latest on industry and regulatory developments in automatic identification, traceability and electronic product catalogues
- **leverage** a unique neutral and international platform to network and benchmark with other stakeholders from around the world
- **learn** more about existing supply chain data standards

### **Successfully Bringing Together Supply Chain Stakeholders**

The Global GS1 Healthcare Conference brings together all related Healthcare supply chain stakeholders to advance the development and adoption of global standards in the Healthcare supply chain. Key stakeholders in the Healthcare supply chain are invited to participate in the global GS1 Healthcare Conference, including representatives from (inter-)governmental bodies and regulators, Healthcare providers, pharmacists, manufacturers, distributors & wholesalers, logistics providers, industry associations, and GS1 Member Organisations representing local communities.





# Global GS1 Healthcare Conference

## Sydney, 20-22 March 2012

### Week-At A Glance

Monday 19 March 2012	Tuesday 20 March 2012	Wednesday 21 March 2012	Thursday 22 March 2012
Pre-conference Education	21 <sup>st</sup> Global GS1 Healthcare Conference		
Training for GS1 MOs	Plenary	Plenary	Plenary
	Plenary	Plenary	Closing Plenary
Data Synchronisation For Suppliers	Ask the Experts	Ask the Experts	Site Visits
Data Synchronisation For Buyers	GDSN Industry Panel   EDI Industry Panel	GDSN Industry Panel   Traceability Industry Panel	

### Venue

Doltone House - Darling Island Wharf  
 Accenture Building  
 48 Pirrama Road  
 Pyrmont  
 New South Wales  
 Australia

### About GS1 Healthcare

GS1 Healthcare is a voluntary, global Healthcare user group leading the Healthcare sector to the successful development and implementation of global standards by bringing together experts in Healthcare to enhance patient safety and supply chain efficiencies. For more information, visit [www.gs1.org/healthcare](http://www.gs1.org/healthcare).





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### Final agenda

Monday, 19 <sup>th</sup> March 2012	
9:00 – 17:15	PRE-CONFERENCE EDUCATION (Venue: <b>Sydney Harbour Marriott Hotel at Circular Quay</b> : 30 Pitt Street · Sydney)
9:00 – 12:00	<p><b>GS1 Member Organisation Training – How to begin working with the Healthcare Sector in your country</b></p> <ul style="list-style-type: none"> <li>- Understanding GS1's value and the industry business case</li> <li>- The value of the GS1 network; learning from others' experiences</li> <li>- GS1 as a facilitator and partner</li> <li>- Identifying where and how to start</li> <li>- Practical steps to industry engagement</li> <li>- References, support and assistance</li> </ul> <p>Sue Schmid, General Manager Knowledge and Standards Development, GS1 Australia</p>
12:00 – 13:00	<b>Lunch break (for MO Training attendees)</b>
13:00 – 15:30	<p><b>Practical Implementation of Data Synchronisation - For Suppliers</b></p> <ul style="list-style-type: none"> <li>- Introduction to GS1 and GS1Global Data Synchronisation Network</li> <li>- Understanding the business case</li> <li>- Practical steps to commencement</li> <li>- Lessons and tips – from experience</li> <li>- Next steps and support</li> </ul> <p>Earl Lappen, Senior Professional Services Advisor, GS1 Australia</p>
15:30 – 15:45	<b>Coffee break (for MO Training attendees)</b>
15:45 - 17:15	<p><b>Practical Implementation of Data Synchronisation - For Buyers</b></p> <ul style="list-style-type: none"> <li>- Introduction to GS1 and GS1Global Data Synchronisation Network</li> <li>- Understanding the business case</li> <li>- Practical steps to commencement</li> <li>- Lessons and tips – from experience</li> <li>- Next steps and support</li> </ul> <p>Earl Lappen, Senior Professional Services Advisor, GS1 Australia</p>





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### Tuesday, 20<sup>th</sup> March 2012

8:45	Opening registration
9:00 – 10:40	<b>OPENING PLENARY SESSION</b> Understanding the role of Supply Chain in Healthcare Reform
9:00 – 9:10	<b>Welcome to Country</b>
9:10 – 9:35	<b>Welcome to Conference</b> Maria Palazzolo, CEO, GS1 Australia Ulrike Kreysa, VP Healthcare, GS1 Global Office Paul Voordeckers, President Industry Engagement, GS1 Global Office
9:35 – 10:00	<b>The NEHTA Australian E-Health Agenda</b> <i>An overview of the NEHTA eHealth Agenda, encompassing healthcare supply chain reform as a key foundational component</i> Peter Fleming, CEO, National E-Health Transition Authority
10:00 – 10:20	<b>Health Safety and Quality - A New Zealand Perspective</b> <i>Why Health Information Standards Organisation (HISO) has endorsed GS1 standards for New Zealand healthcare</i> Dr Richard Medicott, Chairman - Health Information Standards Organisation (HISO)
10:20 – 10:40	<b>ANMAT- Implementing Traceability in Argentina</b> <i>This session will provide a view of what the evolution of drugs traceability has been in Argentina, what initiatives are in place and the regulatory framework surrounding them</i> Maximiliano Derecho, Legal Advisor - National Program for the Control of Drugs and Medical Devices Market, ANMAT
10:40 – 11:10	Coffee break - introduced by <b>CH2</b>





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11:10 – 12:30	<b>PLENARY SESSION</b> International Leaders Share their Experiences
11:10 – 11:30	<b>The US FDA perspective on the unique device identification system</b> <i>Medical devices: Unambiguous, standardised and harmonised Unique Device Identification (UDI) - Update on FDA activities</i> Jay Crowley, Senior Advisor for Patient Safety, US FDA
11:30 – 11:50	<b>Preparing for Unique Device Identification</b> <i>Understanding the supplier actions to be ready for Unique Device Identification</i> Volker Zeinar, Global Coordination Auto-ID Affairs B Braun
11:50 – 12:10	<b>Medical Device Identification</b> <i>Understanding the trends and developments in Medical Device Identification</i> Fiona McCormack, Senior Devices Assessor, Office of Devices Authorisation, Therapeutic Goods Administration
12:10 – 12:30	<b>A focus on patient safety</b> <i>How unique identification and bar coding of healthcare products and services can improve patient safety</i> Dr Mukesh Haikerwal AO, Chairman, World Medical Association Council
12:30 – 13:30	Lunch





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13:30 – 14:45	ASK THE EXPERTS – Concurrent repeating breakout sessions
13:30 – 14:05	<ul style="list-style-type: none"> <li>- <b>Ask the traceability implementation expert</b> Feargal McGroarty, Project Manager, National Centre for Hereditary Coagulation Disorders, St James Hospital, Ireland and Frédérique Fremont, Organisation Engineer, Hospital CHI Robert Ballanger, Aulnay-sous-Bois, France <i>How to implement a traceability system that provides business process benefit</i></li> <li>- <b>Ask the GS1 DataMatrix expert</b> Chuck Biss, Senior Director, AIDC Healthcare, GS1 Global Office <i>How, why and when to implement GS1 DataMatrix</i></li> <li>- <b>Ask the Data Synchronisation expert</b> Valentino Bulaon, Manager Procurement Information, New South Wales Health, Australia <i>How to leverage data synchronisation to optimise master data management</i></li> </ul>
14:10 – 14:45	<ul style="list-style-type: none"> <li>- <b>Ask the traceability implementation expert</b></li> <li>- <b>Ask the GS1 Data Matrix expert</b></li> <li>- <b>Ask the Data Synchronisation expert</b></li> </ul>
14:45 – 15:15	Coffee break - introduced by <b>Abbott</b>
15:15 – 16:30	INDUSTRY PANEL - Concurrent sessions
15:15 – 16:30	<p><b>Session 1: Right data for right products – how synchronised data supports supply chain and business efficiency</b> <i>Join this session to learn from suppliers who have successfully implemented or are in the process of implementing data synchronisation, what the practical benefits are.</i></p> <p>Chair: Peter Alvarez, Senior Director GDSN, GS1 Global Office</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- Dianne Prince, Customer Supply Chain Manager, Business Excellence Manager, Abbott Australasia</li> <li>- Karen O'Donnell, National Quality Officer, ArjoHuntleigh</li> <li>- Peter Tomicki, GE Healthcare</li> </ul>





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15:15 – 16:30	<p><b>Session 2: eMessaging – the logical next step for Healthcare organisations – How and why?</b> <i>Join this session to learn why suppliers and buyers alike see implementation of GS1 standards for eMessaging as the next logical step in healthcare supply chain reform.</i></p> <p>Chair: Hans Lunenburg, Senior Consultant, GS1 The Netherlands</p> <p>Speakers:</p> <ul style="list-style-type: none"><li>- Dennis Black, Director eBusiness, Becton Dickinson</li><li>- Steve Capel, Director eBusiness, EMEA Covidien</li><li>- David Melbourne, Senior Business Analyst, Health Corporate Network (Western Australia Health)</li><li>- Yvonne Bell, National Business Support Manager, Terumo Australia</li></ul>
18:00	GS1 Australia networking event





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### Wednesday, 21 March 2012

8:45 – 11:00	<b>PLENARY SESSION</b> Supplier Trends – implementing the GS1 standards
8:45 – 9:10	<b>Healthcare and the GS1 Standards – The Continuing Journey</b> <ul style="list-style-type: none"> <li>• <i>Understanding the link between supply chain and patient safety</i></li> <li>• <i>Making the business case</i></li> <li>• <i>Avoiding Hurdles and pitfalls through the process</i></li> </ul> Dennis O’Keefe, Group Manager, Procurement, , UnitingCare NSW ACT
9:10 – 9:30	<b>CASE STUDY: Why GS1?</b> <i>An overview of the Johnson &amp; Johnson decision to adopt the GS1 standards for identification and product marking across their product range</i> Mike Rose, Vice President, Supply Chain Visibility, Johnson & Johnson
9:30 – 9:50	<b>Implementation of Pharmaceutical Track and Trace</b> <i>The European Federation of Pharmaceutical Industries and Associations Track and Trace: Learn more about the project that has been designed to enable supply chain traceability</i> Grant Courtney, Global Serialisation and Logistics Lead, GlaxoSmithKline
9:50 – 10:10	<b>Pfizer: How GS1 standards are enabling traceability in healthcare</b> <i>Drug traceability is a key issue in today’s world. Join the session to learn why the industry considers GS1 standards to be a key component of traceability</i> Peggy Staver, Director, Product Integrity, Pfizer
10:10 – 10:35	<b>Implementing GS1 standards in a global company</b> <i>Much can be learned from experiences in implementing the GS1 standards. This session will provide learnings and recommendations.</i> Peter Mardov-Egvang, Department Manager, Labelling Development & Design, Regulatory Operations, Novo-Nordisk
10:35 – 11:00	<b>Clinical Excellence Initiatives to improve healthcare safety &amp; quality</b> <i>An Insight into the importance of initiatives to improve clinical excellence, and how GS1 standards can facilitate this.</i> Prof. Cliff Hughes, Chief Executive Officer of the Clinical Excellence Commission, NSW, ISQUA
11:00 – 11:30	Coffee break - introduced by <b>NEHTA</b>





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11:30 – 13:00	PLENARY SESSION Buyer supply chain initiatives – learning from experience
11:30 – 11:50	<b>CASE STUDY: World’s Best Direct Part Marking on Endoscopes to Ensure Patient safety and Traceability</b> <i>How direct part marking can increase patient safety</i> Dr Chikayuki Ochiai, Chief Executive, NTT Medical Center Tokyo
11:50 – 12:10	<b>CASE STUDY: The Business Case for Haemophilia Product Traceability</b> <i>The Irish National Centre for Hereditary Coagulation Disorders (NCHCD) project has delivered significant patient safety benefit</i> Feargal McGroarty, Project Manager, NCHCD, St James Hospital
12:10 - 12:30	<b>CASE STUDY: South Australia Health Supply Chain Reform</b> <i>South Australia Health has used the GS1 standards as the foundation for significant state wide supply chain reform</i> Paul Broadbridge, Deputy Director, Procurement and Supply Chain Management, South Australia Health
12:30 – 13:00	<b>Implementation of GDSN in a Complex Systems Environment</b> <i>Health Purchasing Victoria has implemented GDSN in an environment comprising multiple versions of many systems</i> Megan Main, CEO, Health Purchasing Victoria Richard Bowen, Manager Data, Systems and Reporting, Health Purchasing Victoria
13:00 – 14:00	Lunch & Poster Session
14:00 – 15:15	ASK THE EXPERTS – Concurrent repeating breakout sessions
14:00 – 14:35	<ul style="list-style-type: none"> <li>- <b>Ask the eMessaging expert</b> David Melbourne, Senior Business Analyst, Health Corporate Network (Western Australia Health), Australia <i>How GS1 XML provides foundational business benefit</i></li> <li>- <b>Ask the patient identification and wristband bar coding expert</b> Christian Hay (GS1 GO) &amp; Sue Schmid, General Manager Knowledge and Standards Development, GS1 Australia <i>How to use the GS1 standards for patient identification</i></li> <li>- <b>Ask the warehouse process optimisation expert</b> Ged Halstead, CIO, Clifford Hallam Healthcare, Australia <i>How to use the GS1 standards to improve your warehousing processes</i></li> </ul>
14:40 – 15:15	<ul style="list-style-type: none"> <li>- <b>Ask the eMessaging expert</b></li> <li>- <b>Ask the patient identification expert</b></li> <li>- <b>Ask the warehouse process optimisation expert</b></li> </ul>
15:15 – 15:45	Coffee break - introduced by <b>B Braun</b>





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15:45 – 17:00	INDUSTRY PANEL - Concurrent sessions
15:45 – 17:00	<p><b>Session 1: Traceability as a foundation to fight counterfeiting and improve efficiencies</b>  <i>Join this session to understand how organisations are using GS1 standards for improvement of their traceability and inventory control processes.</i></p> <p>Chair: Grant Courtney, Serialisation and Logistics Lead, GlaxoSmithKline</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- Paul Broadbridge, Deputy Director, Procurement and Supply Chain Management, South Australia Health</li> <li>- Ron Bone, Senior Vice President, Distribution Support, McKesson</li> <li>- Peter Mardov-Egvang, Head of Dep. Labelling and Design, Novo Nordisk</li> <li>- Peggy Staver, Director, Product Integrity, Pfizer</li> </ul>
15:45 – 17:00	<p><b>Session 2: Data as the key – understanding all the options for business improvement</b>  <i>Join this session to learn how GDSN data can be used for a range unique and unexpected business improvements – not just procurement.</i></p> <p>Chair: Mark Brommeyer, Manager Supply Chain, NEHTA</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- Richard Bowen, Manager Data Systems and Reporting, Health Purchasing Victoria</li> <li>- Steve Capel, Director eBusiness, EMEA Covidien</li> <li>- Mark Wasmuth, CEO GMDN Agency</li> <li>- Jay Crowley, Senior Advisor for Patient Safety, US FDA</li> </ul>
18:45	NEHTA networking event

TRACEABILITY

GDSN





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### Thursday, 22 March 2012

8:45 – 10:35	PLENARY SESSION
8:45 - 9 :05	<b>CASE STUDY Hong-Kong: The Supply Chain Modernisation of Pharmaceutical Products in the Hospital Authority Hong Kong.</b> S C Chiang, Senior Pharmacist, Hospital Authority, Hong-Kong
9:05 – 9:25	<b>CASE STUDY Taiwan: Implementation of Medication Barcode System to Ensure Patient Safety in Taiwan.</b> Su-Yu Chien, Director of Pharmacy, Changhua Christian Hospital
9:25 – 9:45	<b>CASE STUDY Thailand: GTIN Implementation in Thailand Healthcare Supply Chain with academic research.</b> Prof. Singkarin Director of National Research Project on Logistics & Supply Chain, Mahidol University
9:45 – 10:10	<b>Streamlining the Recall Process in Healthcare</b> <i>GS1 Recallnet provides the healthcare sector with an improved and efficient recall process</i> Mark Brommeyer, Manager Supply Chain, NEHTA Mark Rendulic, Head of Quality Australia and New Zealand, Sanofi Pete Losin, Director, Health Technology Management, Biomedical Technology Services, Clinical and Statewide Services Division, Queensland Health
10:10 – 10:30	<b>CASE STUDY: The Healthcare Distributor Perspective</b> <i>McKesson healthcare has implemented GS1 standards to improve their supply chain processes; learn from their experiences</i> Ron Bone, Senior Vice President, Distribution Support, McKesson
10:30 – 11:00	Coffee break
11:00 – 12:20	CLOSING PLENARY SESSION
11:00 – 11:20	<b>CASE STUDY: The Perfect Order</b> <i>How joint buyer and supplier processes can be optimised using GS1 standards</i> Dennis Black, Director eBusiness, Becton Dickinson
11:20 – 11:50	<b>Bouncing Forward</b> Sam Cawthorn





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11:50 – 12:00	<b>Welcome to Lisbon, October 2012 Conference</b> Paulo Gomes, GS1 Portugal Chairman
12:00 – 12:20	<b>Closing remarks – GS1 Healthcare Tri-chairs</b>
12:20 – 13:30	Lunch
13:30 – 14:15	<b>Site Presentation</b> NSW Health Data Synchronisation Demonstration Kim Coates, Health Support Services, NSW Health
14:30 – 16:45/17:30	<b>Site Visits (bus departure at 14:30)</b> 1. Clifford Hallam Healthcare (CH2) 2. IGA>D (Metcash)
13:00 – 17:00	<b>NEHTA Government ThinkTank</b> (bus departure at 12:30 – lunch boxes provided. No bus will be provided on way back as venue is in CBD of Sydney close to recommended hotels) <b>(Invitation Only Government Meeting)</b>  <b>Location:</b> Hamilton Room, Level 47, MLC Centre, 19 Martin Place, Sydney NSW 2000  <b>More Information:</b> Mark Brommeyer, Manager Supply Chain, NEHTA; mark.brommeyer@nehta.gov.au

