Global Healthcare User Group
GS1 HUG™ ~ Elancourt/Paris ~ Sept 2006

Communication & Coordination
Rich Hollander - Pfizer & Jim Willmott - Smiths Medical

Hosted by:

The global language of business
www.gs1.org
Objectives:

Lead and organise internal and external communications of the HUG to establish the HUG as the leading voice in the area of automatic data identification in the Healthcare Industry.

Scope:

- Identify key areas for which we establish recommendations and end-users to address
- Build Communication and Coordination infrastructure

Deliverables:

- Communication strategy
- Press Releases
- Newsletters
- Structure and content of website
Communication & Coordination

GS1 global Healthcare User Group - GS1 HUG™

Mission and Vision

Our mission is to lead the healthcare industry to the effective utilization and development of global standards with the primary focus on automatic identification to improve patient safety.

Our vision is to become the single source for regulatory agencies and trade organizations (manufacturer, wholesaler, hospital and pharmacy) to seek input and direction for global standards in the healthcare industry.

Join GS1 HUG

To join, please contact Ulrike Kreyse at ulrike.kreyse@gs1.org.
- View list of existing members
- Find out more about the HUG

News

29 August 2006: The most recent HUG newsletter has just been published. Find out about recent activities and progress of the HUG. View all HUG newsletters.

22 August 2006: After one year of successful operation, the Global Healthcare User Group has officially announced that it will use GS1 standards exclusively as the basis for its automatic product identification developments. View full press release.

04 July 2006: The HUG was described in detail in a recent article in Pharmaceutical & Medical Packaging News entitled “Driving toward a global code”. Click here to read the article.

Future Meetings

Next HUG Conference
26 - 27 September 2006
Blancourt (Paris), France
Register now!
Click here for conference, hotel and registration details

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HUG Website - Page Views (HUGs) & Downloads:

[Bar chart showing page views and downloads for each month of 2006]
HUG Website - Page Views (HUGs) & Downloads:

- **Jan:** 5000 Page Views, 5000 Downloads
- **Feb:** 5000 Page Views, 5000 Downloads
- **Mar:** 10000 Page Views, 5000 Downloads
- **Apr:** 15000 Page Views, 5000 Downloads
- **May:** 20000 Page Views, 5000 Downloads
- **Jun:** 25000 Page Views, 5000 Downloads
- **Jul:** 30000 Page Views, 5000 Downloads
- **Aug:** 35000 Page Views, 5000 Downloads
- **Sep:** 40000 Page Views, 5000 Downloads

**2006**
HUG Top Ten Web Page Visits - August 2006:

1. Homepage  (www.gs1.org/hug/)
2. Meetings  (www.gs1.org/hug/meetings/)
3. About     (www.gs1.org/hug/about/)
4. Work Teams (www.gs1.org/hug/work_teams/)
5. Membership List (www.gs1.org/hug/about/members.html)
6. News      (www.gs1.org/hug/about/news/)
7. Work Plan  (www.gs1.org/hug/about/workplan.html)
8. Charter    (www.gs1.org/hug/about/charter.html)
9. Contact   (www.gs1.org/hug/about/contact.html)
10. Minneapolis Conference page (www.gs1.org/hug/meetings/130606)
HUG Top Ten Download Pages Visited - August 2006:

1. **Press Release: Global HUG Chooses GS1 Standards**
2. Draft Agenda for HUG Conference September 2006 Elancourt
3. HUG Brochure
4. June 2006 Minneapolis HUG Conference Summary
5. June 2006 Minneapolis HUG Conference Agenda
6. HUG Work Plan
7. Vertical Integration in the Health Value Chain (Presentation from Minneapolis Conference)
8. HUG Newsletter No. 3
9. GTIN Allocation Rules Draft (work team area - password protected)
10. The Joint Commission’s Patient Safety Initiatives (Presentation from Princeton Meeting)
The two co-chairs of the GS1 HUG™ expressed their satisfaction at this achievement.

Volker Zeiner, B. Braun, commented, “The organisation of the HUG, the engagement of the members and their willingness to share expertise are the key success factors. Patient safety is a valuable matter which has to be protected and improved. The GS1 HUG™ wants to contribute with voluntary global standards.”

Rich Hollander, Pfizer, added, “The HUG was formed to develop global standards in the healthcare industry when it comes to automatic identification and act as the leading voice for the healthcare industry. Many of the standards required already exist, but there are a multitude to choose from. The HUG is developing global healthcare application standards relying on the GS1 system.”
Welcome to the fourth edition of the GS1 HUG™ Newsletter! This newsletter aims to inform you regularly about our activities and progress in the global Healthcare User Group, GS1 HUG™.

We also welcome any comments, feedback and questions, possibly for inclusion in future newsletters.

More information can be found on our website: www.gs1.org/hug/

The global Healthcare User Group (GS1 HUG™) has chosen GS1 as the sole system of standards in healthcare

After one year of successful operation the HUG officially announced on 26 July 2006 that it will use GS1 standards exclusively as the basis for its automatic product identification developments (the Codes and Radio Frequency Identification Product Tags). Over the course of the next 18 months the HUG members will continue to further promote the existing GS1 standards for their application and implementation in the healthcare sector.

Accurate product identification is crucial to patient safety in these key aspects:

- Avoiding medication errors by ensuring that the right drug is delivered to the right patient.
- Preventing the use of counterfeit drugs and medical devices.
- Allowing the traceability of medical products.

"The HUG was formed to develop global standards in the healthcare industry when it came to automatic identification and not as the leading voice for the healthcare industry. Many of the standards already exist but there is a multitude to choose from. The HUG is developing global healthcare application standards relying on the GS1 system."

Rich Holland, Co-Chair, Pfizer

Fourth meeting of global Healthcare User Group (GS1 HUG™) in Minneapolis, Minnesota, USA

The GS1 global Healthcare User Group, GS1 HUG™ met from 13 to 15 June 2006 for the fourth time, further evaluating and discussing global healthcare business requirements to improve patient safety.

Out of the three days a number of different topics were presented and discussed, ranging from the prevention of medical errors in hospitals in Italy, USA and Japan, the importance of classification and data synchronization, the latest FDA counterfeiting report and the progress made at EPCglobal.

In the Work Teams, current work was progressed and new topics were discussed intensely – all this with the common goal to develop global standards for automatic product identification.
Brussels. The "GS1 global Healthcare User Group" (GS1 HUG™) decided on the use of the GS1-Standards for the machine-readable indication (bar code, RFID) of products. The GS1 HUG™ works with itself for one year with the application of these standards in the health service. List of the HUG members: www.gs1.org/hug/about/members.html.
Le GS1 Global Healthcare User Group* - GS1 HUG™
Travailler ensemble à l'amélioration de la sécurité des patients
*GS1 HUG™, Groupe international santé
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