On Track is an opportunity to:

- Bring together trading partners and create a living laboratory across the supply chain to advance **product safety, item serialization, and the quality of healthcare**

- Leverage the learnings and momentums of industry leading companies to **reduce costs and development time**

- Gain **real-world experience** with product serialization in a **technology-agnostic** environment

- Leverage learnings into practical **commercial serialization installations**

- Provide **fact-based information** to the membership, the industry, the technology community and policy makers.

On Track is not:

- A group to set standards, policy or regulatory agendas
Focused Areas of Learning

- ASN
- Authentication
- Business Process Analysis
- Consumer/Patient Education
- Decommissioning
- EPCIS Strategy

- ePedigree
- Reverse Logistics
- Technology Interoperability
- Temperature Monitoring
- Tag Metrics
- Track and Trace
Critical Questions

1. Data Sharing
   - Safe and secure supply chain
   - ePedigree
   - Authentication
   - Standards

2. Track and Trace Visibility
   - ASN
   - Pallet-Case-Item hierarchy
   - EPCIS

3. Tag Data
   - NDC
   - Expiration date
   - Lot number

4. Tag Frequency and Read Ranges
   - Business benefits
   - Technology interoperability
   - Interoperability with existing equipment

5. Changes in Business Process
   - Distribution Centers
   - Pharmacies

Source: On Track Idea Factory, Chicago, February 23, 2006
Value to Industry

- Information sharing within the community

- Usable facts and data around
  - Serialization technology readiness
  - Data sharing methodologies and needs
  - Interoperability challenges between supply chain participants

- Access to Reference Technology participants and experimentation results

- Next Steps
  - Gen 1 production pilots to continue through December 2006
  - Gen 2 production pilots to start in December 2006
  - Reference Technology outputs published October 2006
Consumer Benefit

- Feedback from Manufacturers and Retailers on patient privacy issues
- EPCglobal’s patient privacy findings
- Discussion on potential benefits to the consumer