



# HUG – Business Case

Rome, Italy – March 2006

Ed Dzwil – J&J – Global Pharmaceutical Sourcing Group

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## Business Case - Overview

<b>Objective</b>	The Case for Global Standards: Creating the Business Case for Global Data Standards in the Healthcare Supply and Regulatory Chain
<b>Mission</b>	Develop guidance for global healthcare for effective utilization and development of global standards with the primary focus on automatic identification to improve patient safety
<b>Target Global Audience</b>	Manufacturers, Distributors, Hospitals, Pharmacies, Regulatory Agencies, Trade Groups, Certification Bodies
<b>Implementation</b>	Multiple Phases through a HUG partnership with global academic institutions lead by Michigan State University School of Packaging



# Business Case – Scope Development

- Phase 1 - Scope of the Business Case:
  - Michigan State University School of Packaging contracted to lead
  - Explore reasons that global standardization for healthcare is critical
  - Will not delve into solutions at this point, just identify opportunities
  - Explore / Identify Case Studies
  - Initiate discussions and interviews with Supply Chain, Food Safety, Homeland Security, and Criminal Justice Faculty
  - Detail output for white papers/ peer-review journal articles, and overview / commentary PowerPoint's
  - Explore interview based research paper / original research, possible series of future projects done by HUG or by MSU School of Packaging
  - Include interviews with GS1/HUG Team Members, GS1/MO's, International Academia, and Regulatory Agencies
  - Cost to complete Phase 2



# MSU School of Packaging

- Since its beginning in 1952, the School has conferred 5,400 Bachelor of Science degrees and 200 Master degrees. Today there are about 500 undergraduate, and 60 graduate students. Sixteen faculty service the needs of these students.
- Yearly 200 students receive Bachelor Degrees, 15 Masters Degrees, 5 Ph.D's
- A strong Cooperative Education program exists linking with hundreds of companies in all industries that utilize packaging.
- Bachelor of Science graduates are generalists in packaging with knowledge in broad range of materials, processes and design considerations with engineering skills applicable to a wide variety of industries.
- Master's of Science graduates are specialists with strong analytical and technical skills. They too, have a broad background in packaging but, with the addition of graduate level research, have developed an expertise and concentration in a specific area of packaging.



## Phase 1 Michigan State University Team:

	<b>Role</b>	<b>Title</b>	<b>Expertise</b>
Dr. Hugh Lockhart	Project Director	Professor	Drug, Device Packaging, Regulatory Impacts
Dr. Robb Clark	Collaborator	Associate Professor	Automatic Identification Systems, both printed codes and RFID
Dr. Laura Bix	Collaborator	Assistant Professor	Healthcare, Consumer Interface, Drug, Device Regulatory Impacts
Dr. Diana Twede	Collaborator	Associate Professor	Supply Chain, Logistics, Economics
Dr. Harold Hughes	Collaborator	Professor	Computer Management Systems
John Spink	Project Manager	PhD Candidate	Anti-counterfeit systems, Project Management, Business Management



## The Business Case – Phase 2

- Deliverables:
  - “White Paper”/ Peer-Review Journal of approximately 10,000 words (20 pages)
  - The peer - review journal article format is very attractive as it allows input from many sources to insure completeness
  - Deliver the following Presentation Materials:
    - A self-paced PowerPoint/ training tool that GS1/MSU members could present or just send to an interested party
    - Develop a Government / Corporate executive summary for the complete healthcare novice (10 slides)
    - Include more detailed documents that would help regulators/ government officials develop and defend a position on the topic (25-50 slides)



# Business Case Proposed Timetable

- **March 2006 – GS1 HUG Rome Meeting**
  - Two breakout sessions to tune Scope/Deliverables of Phase 1 with HUG Participants
  - MSU will attend via Internet link
- **April 2006 - Phase 1 Complete - Proposal Due for Phase 2**
- **May 2006 – Phase 2 Proposal Response**
- **June 2006 - GS1 HUG Chicago Meeting**
  - Present detailed update on progress with dates
- **September 2006 - Final Draft Due**
- **October 2006 - GS1 HUG Proposed Meeting**
  - Final Report Presentation
  - Present Proposal for 2007 - next projects



## Next Steps:

- Listen to comments and input during these 3 days
- Share information with MSU
- Develop Scope and complete Phase 1
- Seek funding for Phase 2
- Request for involvement in the Business Case process
- Questions & Comments in breakout sessions tomorrow



## Contact details

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