Table of contents

Acknowledgements ........................................................................................................................................... 3
Week at a glance ........................................................................................................................................... 4
Welcome ...................................................................................................................................................... 5
Agenda ......................................................................................................................................................... 6-10
General information .................................................................................................................................. 11
Poster session ............................................................................................................................................. 14
Networking dinner ..................................................................................................................................... 14
Conference speakers ................................................................................................................................. 15-28

Acknowledgements

This conference is hosted by:

Sponsor:

Johnson & Johnson
Global GS1 Healthcare Conference
Lisbon, 23 to 25 October 2012

Week at a glance

**Tuesday 23 October 2012**
- Introducing GS1 Standards
- Opening Plenary
- McKinsey & Company report
- Ask the Experts
- Plenary and Panel on UDI

**Wednesday 24 October 2012**
- Plenary on Traceability
- Plenary and Panel on Traceability
- Ask the Experts
- Public Policy Session
- Plenary and Panel on GDSN

**Thursday 25 October 2012**
- Plenary and Panel on Hospital Implementation
- Plenary on Implementation
- Closing Plenary

Stay connected and join our real-time, virtual conversations using #GS1Healthcare
Welcome

Dear participants of the 22nd Global Healthcare Conference,

I am particularly excited to welcome you to this important and timely conference!

As you may be aware, on 3 July, the US FDA released the UDI proposed regulation. This UDI system establishes that most medical devices will necessitate a single device identification system that is consistent, unambiguous, standardised, and globally harmonised. All manufacturers, distributors and healthcare facilities will be affected by this new methodology. The UDI plenary session will be a unique opportunity to understand the recently proposed regulation in advance of the closing comment period.

Another session will be dedicated to unfolding the new McKinsey & Company report describing the benefits and the essential role global standards play in today’s healthcare supply chain; a panel discussion will discuss the findings and also call the industry to action.

Furthermore, the accentuation of this year’s conference will be placed upon the global clinical provider environment through the HPAC (Healthcare Providers Advisory Council) working lunch and succeeding sessions on hospital implementation. From hospitals, retail and hospital pharmacies, clinics to care homes and more, everyone will find contentment when discovering the newest information about the practical implications and positive outcomes in this stakeholder community.

The plenary session on traceability of pharmaceutical products will provide the audience with extra thoughts on the European Commission and stakeholders’ activities with regards to falsified medicines. The subsequent Public Policy working lunch will not only be an exclusive opportunity to network, exchange ideas and meet with the regulators, but it will also provide insights into the need for traceability in the healthcare sector and into the latest policy developments.

Carried by last year’s favourable outcome, the regulatory bodies will be meeting again in an International Government Healthcare Supply Chain ThinkTank. Its focus will be to bring together key actors from around the world and to brainstorm on how the main current concerns of the governments can be addressed to move forward. The conference’s theme “a globally harmonised way to improve patient safety” will be embodied through the aims and objectives of the ThinkTank.

During this three-day programme, healthcare specialists will also be sharing their knowledge, experience and testimonials on Global Data Synchronisation.

Special thanks to GS1 Portugal and Johnson & Johnson for their support in organising this conference.

Thank you for participating to the Global GS1 Healthcare Conference. We hope you will have an interesting, challenging and educational few days.

Ulrike Kreysa
Vice President, Healthcare
GS1 Global Office
# Agenda

## Tuesday, 23 October 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Opening registration and welcome coffee</td>
</tr>
<tr>
<td>8:15 – 9:15</td>
<td>Introduction to GS1 Healthcare – the global perspective</td>
</tr>
<tr>
<td>9:30 – 11:10</td>
<td>OPENING PLENARY SESSION</td>
</tr>
<tr>
<td>9:30 – 9:50</td>
<td>Welcome to Conference</td>
</tr>
<tr>
<td></td>
<td>João Guimarães, CEO, GS1 Portugal</td>
</tr>
<tr>
<td></td>
<td>Paul Voordekers, President Industry Engagement, GS1 Global Office (GO)</td>
</tr>
<tr>
<td>9:50 – 10:10</td>
<td>INFARMED</td>
</tr>
<tr>
<td></td>
<td>Eurico Castro Alves, President, INFARMED</td>
</tr>
<tr>
<td>10:10 – 10:30</td>
<td>The Australian Supply Chain Reform Agenda – Current status</td>
</tr>
<tr>
<td></td>
<td>and next steps</td>
</tr>
<tr>
<td>10:30 – 11:00</td>
<td>McKinsey &amp; Company report on global standards for healthcare supply chains</td>
</tr>
<tr>
<td>10:50 – 11:10</td>
<td>Coffee break</td>
</tr>
<tr>
<td>11:10 – 13:00</td>
<td>PLENARY SESSION</td>
</tr>
<tr>
<td></td>
<td>The promise of global standards in healthcare</td>
</tr>
<tr>
<td>11:30 – 11:40</td>
<td>Industry perspective</td>
</tr>
<tr>
<td>11:40 – 11:50</td>
<td>Mike Duffy, Vice President, Cardinal Health</td>
</tr>
<tr>
<td>11:40 – 13:00</td>
<td>Panel discussion moderated by Paul Voordekers, GS1 GO</td>
</tr>
</tbody>
</table>

**Attendees:**
- Mike Duffy
- Katy George
- Mike Duffy
- Ajit Shetty
- Feargal McGroarty
- Paul Voordekers
- João Guimarães
- Eurico Castro Alves
- Paulo Macedo
- Mark Brommeyer
- Joao Guimaraes
- Paul Voordekers
- Katy George
- Mike Duffy
- Ajit Shetty
- Feargal McGroarty
### Global GS1 Healthcare Conference
Lisbon, 23 to 25 October 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00 – 14:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>13:00 – 15:00</td>
<td>Working lunch – HPAC (Healthcare Providers Advisory Council)</td>
</tr>
<tr>
<td></td>
<td>Berlin</td>
</tr>
<tr>
<td></td>
<td><strong>Andrew Smith</strong>, Hospital Sterile Services Unit Manager, St. James’s Hospital, Ireland</td>
</tr>
<tr>
<td></td>
<td><strong>Tom Pereboom</strong>, Project Manager, Ziekenhuis Amstelland, The Netherlands</td>
</tr>
<tr>
<td></td>
<td><strong>Frédérique Frémont</strong>, Organisation Engineer, CHI Ballanger, France</td>
</tr>
<tr>
<td>14:00 – 15:00</td>
<td>ASK THE EXPERTS – Concurrent breakout sessions</td>
</tr>
<tr>
<td></td>
<td><strong>Ask the GS1 DataMatrix expert</strong></td>
</tr>
<tr>
<td></td>
<td>Chuck Biss, Senior Director, AIDC Healthcare, GS1 GO</td>
</tr>
<tr>
<td></td>
<td><strong>Ask the local Barcoding expert (in Portuguese)</strong></td>
</tr>
<tr>
<td></td>
<td>Silvério Paixão, Director of Innovation and GS1 standards, GS1 Portugal</td>
</tr>
<tr>
<td>15:00 – 15:30</td>
<td>Coffee break</td>
</tr>
<tr>
<td>15:30 – 17:00</td>
<td>PLENARY SESSION – Unique Device Identification (UDI)</td>
</tr>
<tr>
<td>15:30 – 15:50</td>
<td>Unambiguous, standardised and harmonised Unique Device Identification (UDI)</td>
</tr>
<tr>
<td></td>
<td>Jay Crowley, Senior Advisor for Patient Safety, US FDA</td>
</tr>
<tr>
<td>15:50 – 16:10</td>
<td>Eucomed’s perspective on UDI</td>
</tr>
<tr>
<td></td>
<td>Mike Kreuzer, Technical and Regulatory Director, ABHI</td>
</tr>
<tr>
<td>16:10 – 16:25</td>
<td>COCIR perspective on UDI</td>
</tr>
<tr>
<td></td>
<td>Tracey Holevas, Regulatory Affairs Director, Product Controllership, GE Healthcare</td>
</tr>
<tr>
<td>16:25 – 17:00</td>
<td>Panel Discussion moderated by Siobhan O’Bara, GS1 US</td>
</tr>
<tr>
<td></td>
<td>Jay Crowley, US FDA</td>
</tr>
<tr>
<td></td>
<td>Mike Kreuzer, ABHI</td>
</tr>
<tr>
<td></td>
<td>Mark Wasmuth, GMDN Agency</td>
</tr>
<tr>
<td></td>
<td>Tracey Holevas, GE Healthcare</td>
</tr>
</tbody>
</table>
### Wednesday, 24 October 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15 – 8:45</td>
<td>Welcome coffee and MO poster session</td>
</tr>
<tr>
<td>8:45 – 12:10</td>
<td>PLENARY SESSION – Traceability</td>
</tr>
</tbody>
</table>
| 8:45 – 9:05 | EU Commission activities on falsified medicines  
 **Stefano Soro**, Head of Product & Service Safety Unit, Directorate General Health & Consumer |
| 9:05 – 9:45 | Update on supply chain stakeholders' activities in the EU: the European Stakeholder Model (ESM) – EAEPC, EFPIA, GIRP & PGEU  
 - **Grant Courtney**, Serialisation & Security Manager, EFPIA  
 - **Monika Derecque-Pois**, Director General, GIRP  
 - **John Chave**, Secretary General, PGEU |
| 9:45 – 10:05 | The German securPharm pilot project                                                                                                     
 **Christian Riediger**, Strategy & Operations Management, Bayer                                                                          |
| 10:05 – 10:35 | Coffee break and MO poster session                                                                                                      |
| 10:35 – 10:55 | EDQM activities around counterfeiting and traceability  
 **Francois-Xavier Lery**, Scientific Officer, EDQM (European Directorate for the Quality of Medicines & HealthCare), Council of Europe |
| 10:55 – 11:15 | Developments on Traceability in the US  
 **Peggy Staver**, Director Product Integrity, Pfizer                                                                                   |
| 11:15 – 12:10 | Panel discussion on Traceability moderated by Janice Kite, GS1 GO  
 **Stefano Soro**, EU Commission  
 **Francois Lery**, EDQM  
 **Grant Courtney**, EFPIA  
 **Monika Derecque**, GIRP  
 **John Chave**, PGEU  
 **Peggy Staver**, Pfizer |
| 12:10 – 13:10 | Lunch and MO poster session                                                                                                             |
12:10 – 14:10  Working lunch – Public Policy session  

13:10 – 14:10  ASK THE EXPERTS – Concurrent breakout sessions

13:10 – 14:10  • Ask the bedside scanning and patient ID experts  
Nilson Malta, Pharmacist, Albert Einstein Hospital, Brazil  
Christian Hay, Healthcare Consultant, GS1 GO

13:10 – 14:10  • How are GS1 Standards developed? Ask the expert  
Bob Bersani, Vice President of Global Standards Development, GS1 GO

14:10 – 16:30  PLENARY SESSION – GDSN  

14:10 – 14:30  Spain: GDSN Data Crunch in Healthcare  
Monica Soler, Manager Healthcare, GS1 Spain  
Miguel Martínez, Business Line Manager, IMS Health

14:30 – 14:50  Abbott Case Study: Implementing GDSN in Australia  
Dianne Prince, Customer Supply Chain Manager, Abbott Australia

14:50 – 15:10  EDI and product catalogue in an Irish hospital  
St. James’s Hospital, Ireland

15:10 – 15:40  Coffee break and MO poster session

15:40 – 16:00  Cook Medical Australia’s journey to being EDI compliant  
Jithendra Nair, Director IT Asia Pacific, Cook Medical

16:00 – 16:30  Panel Discussion on GDSN moderated by Mark Brommeyer, NEHTA  
Steve Capel, Covidien  
Steve Robba, SA2  
Mike Rose, J&J  
Dianne Prince, Abbott  
Margot Drees, GHX

19:30  Networking event
Thursday, 25 October 2012

9:00 – 10:50 PLENARY SESSION – Hospital implementation

9:00 – 9:20 Hospitals implementing GS1 standards – why?
Feargal McGroarty, Project Manager, NCHCH, St. James’s Hospital and Janice Kite, Traceability Director Healthcare, GS1 GO

9:20 – 9:40 Improve patient safety and efficiency in the OR – Potential savings of 170 million euro in Dutch hospitals
Justin Bitter, Head of OR at University Medical Center, Netherlands

9:40 – 10:00 The need for barcoding of the single dose
Roberto Frontini, President, European Association of Hospital Pharmacists

10:00 – 10:20 Implementation of barcode scanning in a hospital in Brazil
Nilson Malta, Pharmacist, Albert Einstein Hospital, Brazil

10:20 – 10:50 Panel discussion on hospital implementation and requirements moderated by Janice Kite, GS1 GO
Feargal McGroarty, St. James’s Hospital
Richard Price, EAHP
Justin Bitter, University Medical Center
Nilson Malta, Albert Einstein Hospital

10:50 – 11:20 Coffee break

11:20 – 13:00 PLENARY SESSION – Implementation and CLOSING

11:20 – 11:40 Implementing GS1 Standards in Novartis
Margarida Alves, Drug Regulatory Affairs Manager, Novartis and Michael Ritter, Senior Business Analyst, Novartis

11:40 – 12:00 Efficiency models in the Andalusian health service supply chain – update
María Ramírez, Economic Management Directorate, Andalusian Health Service

12:00 – 12:20 Building a Global Serialization Compliance Management System
Lewis Kontnik, Director Brand Protection, Amgen

12:20 – 12:40 Keynote speech:
Prof Augusto Mateus, Former Portuguese Secretary of State for Industry, Former Minister of Economy

12:40 – 12:50 Welcome to Buenos Aires, April 2013 conference
Rubén Calonico, CEO, GS1 Argentina

12:50 – 13:00 Closing remarks – GS1 Healthcare Tri-chairs

13:00 Closing Lunch
General Information

Conference venue
Marriott Lisboa
Avenida dos Combatentes 45
P–1600–042 Lisbon
Portugal

Internet access
€19,95 per connection / day
Guests must buy the connection in their bedrooms
or at the front desk.

Dress code
Conference: business
Networking events: smart casual

Meeting rooms
Plenary sessions: New York
Breakout sessions:
- Berlin
- Geneva
- New York
- New York Foyer
Global GS1 Healthcare Conference
Lisbon, 23 to 25 October 2012

Floor plan
Contacts

Conference enquiries:
Nadège Mullier +32 473 30 00 14

Poster session

On Wednesday 24 October, enjoy your coffee and lunch breaks whilst visiting our poster session. Seven of the most recent and innovative implementation cases worldwide will be shared and discussed with the conference attendees. Join us in the main hall to discuss these inspiring cases from Australia, Colombia, Denmark, Germany, Hungary, Netherlands and the UK.

Networking dinner

Located in one of the most animated areas of Lisbon, the Belem Bar Café (BBC) will host Global GS1 Healthcare Conference’s networking event. The restaurant offers an amazing view on the Tage River.

Address
Av. Brasília - Pavilhão Poente
2300-598 Lisbon
http://www.belembarcafe.com

Busses to the networking dinner leave the hotel at 19:30. The first bus back will be waiting at 22:00.
Margarida Alves has been working in the pharmaceutical industry since 1990. She started in a Portuguese animal health company and joined, in 1992, the Animal Health Division of Ciba-Geigy which later became Novartis, following the merger with Sandoz. She is a Logistics Manager and Regulatory Affairs Manager at Novartis and has been involved in several projects both in animal health and pharma divisions.

Mrs Alves has a degree in Translation, a Postgraduate diploma in Management & Business Strategy, and a Master’s in Legal Translation from ISLA, a member of Laureate International Universities. She was born in Lisbon where she lives today. She is married and has two children.

Robert “Bob” Bersani is Vice President of Global Standards Development at GS1 Global Office. In this role, he is responsible for leadership of the Global Standards Management Process (GSMP). Of the many accomplishments in his career, he was named one of the top 25 visionaries by Consumer Goods Technology for his work within the data synchronisation industry where he worked with many retailers and suppliers to accelerate supplier on-boarding and global data synchronisation. In his tenure with Royal Ahold, Mr Bersani served as the Senior Vice President of Global Retail Applications. In this role, he was able to contribute to the success of the $52 billion dollar global retailer through the creation of innovative strategies that have delivered significant business value.

He led an Information Systems team based both in the United States and Europe.

Prior to this, Mr Bersani served as the Global Standards Officer and was responsible for the assessment and adoption of global standards for Royal Ahold. He represented Royal Ahold in numerous industry activities and was a member of the UCC Board of Governors, the Global Commerce Initiative and Food Marketing Institute Executive Steering Committees as well as the World Wide Retail Exchange Board of Directors.
Charles E. “Chuck” Biss is presently Senior Director, AIDC Healthcare at GS1 Healthcare. Prior to September of 2008 he was Senior Analyst – Markets & Industry Standardisation at Honeywell Scanning and Mobility (formerly Hand Held Products, Inc., where he previously was Vice President of Verification Products) and has been involved in AIDC, barcode, image analysis and barcode verification for more than 35 years. Mr Biss started in the AIDC industry when he joined PSC Inc. (formerly Photographic Sciences Corporation) in 1973 and since then his focus has primarily been verification and industry standards development, as well as technical support / training and education. He was instrumental in the development of the Quick Check® verifier product line, which was developed in conjunction with Welch Allyn’s Data Collection Division and is now part of Honeywell Scanning and Mobility. He is a charter member of the AIDC 100, was the 2001 recipient of AIM Global’s Richard R. Dilling Award. Until his move to GS1 Healthcare he was also a member of the AIM Global Board of Directors. Mr Biss received his Bachelor’s degree in Photographic Science and Engineering from Rochester Institute of Technology in Rochester, NY.

Since July 2002, Justin Bitter has been working at UMC St Radboud Hospital, where he started as Operation Assistant in trauma. In 2005, Mr Bitter started working as Operational Manager in different departments. He is now Operational Manager Logistics and, in this role, he is responsible for the centralisation of operation rooms.

Mark Brommeyer leads the Supply Chain Reform Programme at NEHTA, incorporating the National Product Catalogue (NPC), the eProcurement solution and purchasing reform. Having spent 28 years in the health sector, with significant experience in e-health strategy and change management, he is passionate about supply chain reform. He has provided consultancy, project and change management services in public and private health sectors in Australia, New Zealand, Malaysia, China, England and Wales. Mr Brommeyer is a Registered Nurse and has gained a Bachelor of Applied Science in Nursing, a Graduate diploma in Adult Learning and a Master’s of Educational Administration (Open Learning). The last twenty years have involved managing change and the integration of information and communication technologies to support, connect and provide healthcare across distance and time barriers. He is a Fellow of the Australasian College of Health Informatics, an Associate Fellow of the Australian Institute of Management and a Member of the Australian Institute of Company Directors.
Rubén Calónico has been with GS1 Argentina since 1995 as a member of the Board and serves as CEO since November 2006. Before joining GS1, he worked for several multinational companies such as Kraft Foods as Supply Chain Director and Sales Director, Molinos Rio de la Plata as Sales & Distribution Director, Pepsi Cola as Operations Director and Marketing Director and Philip Morris as Sales & Distribution Director and Marketing Director. Mr Calónico holds a degree in Advertising from the University del Salvador.

Eurico Castro Alves is the new President of the Executive Board of Infarmed, I.P., National Authority of Medicines and Health Products since September 2012. He was a member of the Portuguese Health Regulation Agency’s Executive Board and a General Project Coordinator for the National Healthcare Evaluation System, from 2005 to 2012. Dr Castro Alves is a Medical Doctor from the University of Oporto’s faculty of medicine, a Specialist and a Consultant on General Surgery. He had complementary studies and training on General Surgery at the Southern Illinois University School of Medicine and the Cook County Hospital of Chicago, Illinois, USA. He is also an Invited Professor of Surgery at the “Abel Salazar” Biomedical Sciences Institute of the University of Oporto and Member of several Scientific Societies.

John Chave has been Secretary General of the PGEU since June 2006. The Pharmaceutical Group of the European Union (PGEU) is the European Association representing community pharmacists in 32 European countries. A lawyer by training, he worked in the health field in Brussels for seven years before joining PGEU. He is a British national, and was educated at the Universities of Sheffield, Trent and Exeter. In addition to English as mother tongue, Mr Chave speaks Spanish and French. He lives in Brussels and is married with three children.
Grant Courtney has worked for GlaxoSmithKline for fourteen years focusing on product packaging design and supply chain management. Over the past three years, he has specialised in Serialisation and has recently taken on the post of Global Serialisation Business Lead. Mr Courtney has been an active member of EFPIA for several years advising on both manufacturing and supply chain related issues; most recently sitting on the Supply Chain Senior Expert group which has supplied technical input into the EFPIA serialisation project. He is Member of the GS1 Healthcare Leadership Team and Co-Chair of the Public Policy Team. Prior to joining the pharmaceutical industry he obtained a Business degree at the University of Hertfordshire Business School.

Jay Crowley is Senior Advisor for Patient Safety in FDA’s Centre for Devices and Radiological Health. Mr Crowley is interested in developing new methods and techniques to identify, analyse, and understand problems occurring from medical device use within the healthcare environment. He has been working at FDA for nearly twenty years in a variety of positions. Mr Crowley holds degrees in Risk Analysis and Engineering.

Monika Derecque-Pois is the General Director of the European Association of Pharmaceutical Full-line Wholesalers (known by its French acronym, GIRP). GIRP is headquartered in Brussels and brings together over 600 pharmaceutical full-line wholesaling companies and their national associations from 31 countries. Mrs Derecque-Pois was appointed to her current position in 2001, having previously served as European affairs consultant for GIRP. In her role, she represents the interests of pharmaceutical full-line wholesalers in Europe towards supply chain partners and decision makers at national, European and international levels. Mrs Derecque-Pois has over fifteen years of experience in European public affairs. Prior to her engagement with GIRP, she served as a Director in a European affairs consultancy company. She also held a six-year post as Marketing and Client Support Manager at IMS Health Austria, a multinational company specialised in information services for the healthcare industry.
Mike Duffy is Executive Vice President of Global Manufacturing and Supply Chain for Cardinal Health. In this role, he has responsibility for global manufacturing, global sourcing, inventory management and the Cardinal Health Centre of Excellence, which encompasses both distribution and transportation for the organisation. In his previous role as President of the company’s Medical Supply Chain, Mr Duffy led the Hospital Supply, Lab/Scientific Products and Ambulatory Care businesses. Prior to Cardinal Health, he served as Vice President, Global Value Chain at The Gillette Co., where he had global responsibility for customer service, revenue management, demand planning, distribution and promotions management. Mr Duffy is President of the Corporate Advisory Council at the University of Michigan Ross School of Business Master of Supply Chain Management Programme. He earned both a Bachelor’s degree in Operations Research and a Master’s degree in Transportation from the Massachusetts Institute of Technology.

Frédérique Frémont is Organisation Engineer at the C.H.I Robert Ballanger Hospital, France. Prior to joining Robert Ballanger Hospital, Mrs Frémont has worked for more than ten years in healthcare consulting. She was Senior Manager in Ernst & Young’s Healthcare department responsible for creating and developing the non-medical process optimisation (pharmacy, radiology, laboratory departments, surgery rooms, out-patient clinics…), supply chain management and information technology development. Mrs Frémont graduated from ESSEC in 1990 with a specialisation in supply chain management after working for ten years at Renault. She is a member of Cologh (Hospital group member of the French Logistic Association) and of GS1 Healthcare France. She was also member of the Global Leadership Team of GS1 Healthcare.

Dr Roberto Frontini is President of the European Association of Hospital Pharmacists (EAHP). Prior to being elected President in 2009, he was Director of Finances of EAHP since 2005. Dr Frontini moved to Germany in 1969 and studied musicology. From 1976 to 1981, he was resident conductor at the theatre of Lübeck, and from 1978 to 2002, chief conductor of the Youth Symphony Orchestra Lübeck. He then studied Pharmacy at the University of Hamburg, and also obtained his PhD (Dr. rer. nat.). He worked at the hospital of the University of Lübeck until 1995. In 1996, he became Head of the Pharmacy of the St.Franziskus-Hospital in Cologne. Since 2001, he is Director of Pharmacy at the University Hospital of Leipzig.
Katy George is a Director in McKinsey & Company’s New Jersey office. She leads McKinsey’s New Jersey location and is the co-leader of McKinsey’s Global Manufacturing Practice. She is also a member of the Pharmaceutical and Medical Products Operations leadership team. Mrs George currently serves on the board of Episcopal Relief & Development, a non-profit organisation that supports local, long-term initiatives addressing poverty, hunger, disease, economic development, and disaster response around the world. Prior to joining McKinsey, she worked as an associate analyst at National Economic Research Associates. She holds a high honours degree in Economics and Government from Oberlin College and a Ph.D. in Business Economics from Harvard University. Her doctoral work focused on factory management and supply chain improvements in the assembly industries.

Nilson Gonçalves Malta is Senior Pharmacist at Albert Einstein Hospital. He focuses on information and automation projects in logistics and assistential processes. Mr Malta holds a degree in Pharmaceutical Sciences from São Paulo University (USP) and a Postgraduate degree in Hospital Administration and Health System from São Paulo School of Business Administration of Federal University Getulio Vargas (FGV).

João de Castro Guimarães has been the Executive Director of GS1 Portugal since 2010 and the representative of Nestlé Portugal in the organisation’s board. Mr Guimarães is a top Business Manager with more than 30 years of strong results based on skills and on a vast experience in the Nestlé group both at national and international level. At a national level, his roles varied from Public Affairs & Communications Director, Operations Director, Country Manager of Nestlé Purina Petcare Portugal to Factory Manager. On the other side, at an international level, he was Technical Director of Chilled Dairy Products at Nestlé Spain (Barcelona), with Iberian responsibilities on this dairy Business. Mr Guimarães developed a large experience and skills, in the field of strategic cooperation, as well as standing relationships with multiple organisations. He graduated as Agronomist Engineer from the Technical University of Lisbon, Superior Institute of Agronomy. He is married, has one son, two daughters and two grandsons.
Christian Hay is Senior Partner at Medinorma, Switzerland. Mr Hay currently consults GS1 Switzerland and GS1 Global Office on healthcare related matters. Educated as a lawyer, he has worked for the pharmaceutical branch since mid of 1980s in various positions. He has been involved since the early stages in GS1 Standard Deployment in the Swiss healthcare.

Tracey Holevas is Regulatory Affairs Director, Product Controllership at GE Healthcare. Mrs Holevas has held various roles within the Quality-Regulatory organisation of medical device manufacturing including quality assurance, quality deployment and regulatory compliance for the past fifteen years, with a primary focus on product safety risk management for the past twelve years. In her years with GE Healthcare in risk management, she developed and deployed a worldwide wing-to-wing risk management process ensuring compliance with global regulators. She is taking these teachings and building a new transactional process to ensure compliance to the pending global UDI regulations. This process involves activities from product development through commercial offerings and post market surveillance. Prior to joining GE Healthcare, Mrs Holevas worked at Abbott, Diagnostics Division holding various roles within the Quality-Regulatory organisation. She started her career in healthcare as a Medical Technologist at various hospitals in the US Midwest region. She is a certified Quality Manager (CQM) by ASQ and participates on review committees for various ISO standards development and maintenance.

Prior to undertaking the assignment with GS1 Global Office to facilitate the development of process and technical Traceability standards, Janice Kite was a senior Manager with responsibility for eBusiness for Johnson & Johnson's UK Medical Device and Diagnostic companies. This role continued a common thread throughout her career of roles at various stages of the extended supply chain with the trend of moving downstream closer to the external customer. She has held a number of positions with medical device industry associations: ABHI and Eucomed. Her MBA dissertation (Hypothesis: Medical Device manufacturer applied or embedded RFID has benefits to Patient Safety over existing Auto-ID technologies, e.g. Barcodes) received critical acclaim.
Lewis Kontnik is lead of the Amgen supply chain security (Global Product Protection) programme. In this role he drives development of the company’s cross-functional, multi-regional anti-counterfeiting, theft control, and serialisation compliance and advocacy initiatives. This management system is designed to protect the company’s patients, products and brands. Mr Kontnik is also involved in the leadership of the programme’s Rx-360 Supply Chain Security programme, as chair of the programme’s Threats and Monitoring and Communications teams. Mr Kontnik has led other biopharma industry anti-counterfeiting activities including the PhRMA International Anti-Counterfeiting Committee (former Chair), Supply Chain Security Work Group, BIO Anti-Counterfeiting Committee and the WHO IMPACT effort. Mr Kontnik has been working to solve the global pharmaceutical counterfeiting problem for 20 years. He is a co-author of Counterfeiting Exposed (Wiley, 2003), Protecting Medicines: A Manual of Anti-Counterfeiting Solutions (Reconnaissance, 2002). He served as the original founder and chief technical consultant to the www.SafeMedicines.org partnership, consulted with the US Food and Drug Administration, and has organised a series of academic Anti-Counterfeiting courses with the USC School of Pharmacy. He is a member of the Washington, D.C. bar.

Michael Kreuzer is Regulatory Director of ABHI (Association of British Healthcare Industries) and is also chairman of the Eucomed e-Business & Supply Chain Task Force (ETF) which focuses on UDI. He is also the current chair of the Association Secretaries Council (ASC) and, as such, is a member of the Eucomed Board. His role with the ASC ensures contact with the many constituent associations from virtually every EU member state.

Dr Francois-Xavier Lery is responsible for anti-counterfeiting projects i.e. Track & Trace of mass-serialised pharmaceutical items and API fingerprinting at the European Directorate for the Quality of Medicines (EDQM). He joined EDQM in 2001 as a scientific officer dealing with Certificates of suitability. In 2005, he became responsible for OMCL Network and Biological Standardisation in the coordination of the sampling and testing programme under the responsibility of the European Medicines Agency (EMEA). From June 2006 to June 2009, he was seconded from the EDQM to the EMEA in London as a scientific administrator. Prior to joining EDQM, he has worked at the French Health Products Safety Agency as a pharmaceutical assessor for chemical products (1999-2000). Dr Lery obtained his degree in Pharmacy and his PhD from the Paris University.
With an Executive MBA and extensive pharma market experience, **Miguel Martínez** has developed his career within IMS Health during the last sixteen years. His experience spreads across multiple countries and multiple business disciplines including marketing, offering development and global product/brand management. During the last years, Mr. Martínez became an expert in the specialty arena, developing hospital information and insights offering for both pharma industry and regional administrations in this area.

**Prof Augusto Mateus** is President of the business consulting company “Augusto Mateus & Associados, Sociedade de Consultores, Lda”, President of the General Assembly of CISEP (a research centre on the Portuguese economy) and President of IFEA (Institute for Advanced Entrepreneurial Training). He is also a Professor at ISEG (former ISCEF) belonging to the Technical University of Lisbon, where he has been a member of the teaching staff since 1972, with coordination responsibilities in several Postgraduate diplomas and Master courses. The Former Secretary of State of Industry (1995-1996) also Former Minister of Economy (1996-1997) in the 13th Constitutional Government has recently participated, as Coordinator, in several projects concerning public policy evaluation, both at national and European levels. During Prof Mateus' academic career, he has been responsible for several areas of study such as Economic Analysis, Applied Economics, International Economics, Statistical Methods, European Economics, Economic Policy and Planning, Economic Policy Models, European Economic Policy, Industrial Policy and Competitiveness. He collaborates, occasionally, with teaching responsibilities at several Universities such as the University of Coimbra, University of Algarve and University of Azores.

**Feargal McGroarty** is Project Manager in the IMS Department at St. James’s Hospital, Ireland. A Medical Laboratory Scientist (MLS) by profession, Mr. McGroarty has over twenty years of experience in Laboratory Haematology, Coagulation and Blood Transfusion. He headed up a large routine diagnostic haematology Laboratory, and has a particular interest in Laboratory Information Systems (LIS) and laboratory automation. In his present role, he is responsible for managing the multi-faceted initiative that combines a number of strands including the use of Barcode technology, an Electronic Patient Record (EPR) along with a cold chain delivery service to provide integrated patient management processes which is the first of its kind. Mr. McGroarty holds a Fellowship in Haematology from the Institute of Biomedical Science along with a diploma in Management and Employee Relations from the National College of Ireland (NCI).
Jithendra Nair is Director of Information Technology at Cook Medical for the Asia Pacific region. He is responsible for the strategic implementation of IT services in the APAC region to complement Cook’s customers’ needs to reduce healthcare costs by implementing efficient processes and working in partnership with internal and external stakeholders. Mr Nair holds an MBA from Griffith University, Gold Coast, Australia and is an active Professional Member of the Australian Computer Society. He is committed to process & system improvements and up-to-date technologies to ensure best fit solutions that will benefit the business are introduced.

Silvério Paixão is currently Director of Innovation and GS1 standards in Portugal - Codipor. For five years, he was a GS1 Supply Chain Manager in GS1 Portugal - Codipor, with responsibilities in the areas of Automatic Identification and Data Capture, to the development and project management of implementation of GS1 standards (GS1BarCodes and GS1 EPCglobal). He has thirteen years of professional experience in the field of chemical industry, particularly in Production Management, Logistics and Supply Chain Management, for consumer products (FMCG).

The last two years, Tom Pereboom was chair of the Dutch focus group Traceability. He has a financial background in health organisations. Since 2007, Mr Pereboom worked for Operating Room departments as Financial Advisor and became more and more interested in the OR supply chain. In 2010, he finished his international MBA; his thesis subject was Inventory Management for the OR at the UMC Utrecht.
Dianne Prince has worked for Abbott for sixteen years, firstly as Training Manager for Operations and Quality Assurance and for the past twelve years as Customer Supply Chain Manager. This role requires a strong focus on anticipating external customer requirements to ensure Abbott’s business processes are continually adaptive to changes within the healthcare environment. Mrs Prince is a member of GS1’s Healthcare User Group Australia Leadership team and a member of NEHTA’s Supply Chain Reference Group. In addition to actively participating in industry working groups, she works with Abbott colleagues locally and globally on the implementation of GS1 standards. Mrs Prince holds a BA (UNSW), MEd (University of South Australia) and is currently undertaking research for a Doctorate degree.

María Ramírez Gutierrez is in charge of Logistics in the Andalusian Healthcare Service (SAS) Economic Management Directorate, with the primary focus on the management and coordination of supply chain corporate projects, standardising processes and procedures based on the application of new technologies. She is also a member of the Healthcare User Committee of GS1 Spain and the Technical Commission of Purchasing and Logistics of the Spanish Healthcare Services Areas (CTCL) where she coordinates the national Traceability Working Group. Mrs Ramírez Gutierrez lectures Supply Chain Management at the Public Health Andalusian School. She also speaks at national and international events. She holds degrees in Industrial Engineering and Aeronautic Industry Technology and Management from the Seville University, and Supply Chain Management from the Catalan Institute of Logistics Research ICIL.

Christian Riediger has now been working for seven years in the special field of Datamatrix coding, mass serialisation and track & trace. From 2005 to 2007, Mr Riediger was project manager for the implementation of the Datamatrix technology at Bayer Animal Health. Since then, he has been working for Bayer Pharma AG and is the Head of the global Bayer HealthCare 2D Matrix Code core team for mass serialisation.
Michael Ritter joined Novartis Pharma in 2001 as Senior Business Analyst on the Pharma ERP Programme (PEP). He led the TechOps operations team in various PEP rollouts across several chemical and pharmaceutical manufacturing facilities in Europe, North and South America and Asia. He successfully implemented eSHOP in Brazil in multiple Novartis divisions. More recently, he assumed the role of Global Project Manager Serialisation and Product Tracking, responsible for online coding, serialisation and product tracking coordination of SAP and non-SAP applications, third-parties alignment and offline coding for France. Mr Ritter holds an Engineering degree from the University of Applied Sciences Offenburg in Germany and has, in the past, assumed several management positions in a variety of industries, such as construction, chemical, professional services and pharmaceutical.

Dr Ajit Shetty currently serves as a member of the Corporate Centre Group Operating Committee and Vice President, Enterprise Supply Chain for Johnson & Johnson, New Jersey. He is Chairman of the Board of Directors at Janssen Pharmaceutica NV (a Belgium-based subsidiary of Johnson & Johnson) where he was the Managing Director for eight years until November 2008.

Andrew Smith has over 22 years of experience in Sterile Services Management including fifteen years at University College Hospital & Great Ormond Street Hospital in Central London. He is a fully qualified member of the UK Institute of Decontamination Sciences in which capacity he has served on the Institute’s Education & Technical Committees.
Mónica Soler has a degree in Pharmacy from the University of Barcelona and additional qualifications in Pharma Business Administration from the ESADE, Nutritionist and Dietician from University of Barcelona and Homeopathic Medicine from the CEDH. She manages GS1 Healthcare in Spain, the local GS1 user group, formed by the stakeholders in the healthcare supply chain, with the primary focus based on automatic identification, traceability and electronic data interchange to improve patient safety. Before joining GS1 in October 2007, Mrs Soler started her career as a Pharmacist, working in private pharmacies and public hospital pharmacies in the Netherlands and Spain where she held the position of Technical Director.

Stefano Soro was born in Genoa, Italy in 1966. After working in the human resources department of a multinational company, he joined the European Commission in 1994, serving successively in a variety of posts in labour statistics, enterprise policy, internal coordination and Commission reform. In 2002, Mr Soro moved to the Consumer Affairs Directorate of the Health and Consumers Directorate General, where he has been successively responsible for the relations with consumer organisations, the network of European Consumer Centres and the establishment of a network of consumer protection enforcement authorities. Since September 2006, he is the Head of the Product & Service Safety unit, responsible for non-food consumer safety issues. He holds a degree in Management and Economics with a major in human resources management from Università Bocconi, Milan.
Peggy Staver is Director for Product Integrity at Pfizer Inc. Mrs Staver’s responsibilities include developing and implementing strategies to enhance patient safety and further secure the U.S. pharmaceutical supply chain. She represents Pfizer externally on various customer engagements and industry interactions relative to channel security and works closely with internal Pfizer colleagues to implement approved strategies. Mrs Staver has been involved with a number of industry initiatives to address the threat posed by counterfeit pharmaceuticals including the potential role serialisation and track & trace technology may play in deterring counterfeiting. She has been directly involved with Pfizer’s projects to implement serialisation and is currently leading Pfizer’s U.S. and Global serialisation teams. She also works closely with Pfizer’s Global Security organisation as it relates to investigations of suspected counterfeit or adulterated Pfizer products. She is a member of the GS1 Healthcare US and Global leadership teams and Pfizer’s Supply Chain Security Team. Mrs Staver has 30 years of experience in the industry.

Paul Voordeckers has joined the GS1 Global Office on 1 August 2011, as President, Industry Engagement and EPCglobal. He reports to Miguel A. Lopera and is a member of the GS1 GO Leadership Team.

Mr Voordeckers brings a broad senior international executive experience in Marketing, Sales and R&D in the consumer packaged goods industry (FMCG). He has worked for Henkel during nineteen years where he held several sales and marketing roles. He was Sales Director for the Benelux region from 1998 to 2004, International Marketing Director of a major division from 2004 to 2007 and Corporate Vice President Global Marketing Unit Dishwashing from 2007 to 2009. In his last two roles, Mr Voordeckers was based in Henkel’s headquarters in Germany.

More recently, he worked as Group Business Director for Nicols International, a leading private label manufacturer of household and cleaning products.