Healthcare Sector in Brazil
Global Healthcare User Group
Princeton, New Jersey

Roberto Matsubayashi
GS1 Brasil
Meeting agenda

- Sector Overview
- Main Activities
  - ANVISA
  - Brazilian Healthcare Working Group
Sector Overview
GS1 Brasil

- Brazilian Population: > 180 Million
- GS1 Member Companies: > 47,000
- Sectorial Working Groups: 18
- World Class
  - ISO 9000
  - 6 SIGMA ...
- Value Added Services to Members
  - Training Courses, Publications, Services and Programs
Brazilian Healthcare Supply Chain

Pharmaceutical Laboratories

Medical Devices

ANVISA

Distributors

Hospitals

Retailers
Brazilian Healthcare Supply Chain

1,031 members

- 6,600 public and private hospitals
- 61,000 drugstores and pharmacies

Pharmaceutical Laboratories
- 515 manufacturers

Medical Devices
- 1,000 wholesalers and distributors

Distributors

Hospitals

Retailers

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Healthcare Sector Associations
Pharmaceutical Industry

FEBRAFARMA – Brazilian Pharmaceutical Industry Federation

ABIMO - Manufacturers of Medical and Dental Products Association

ABIMED – Brazilian Importers of Equipments, Products and Supplements for Hospitals Association

### Rank of Most Important Labs

<table>
<thead>
<tr>
<th>Rank</th>
<th>2003</th>
<th>2004</th>
<th>Brasil</th>
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<tr>
<td>1</td>
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<td>9</td>
<td>9</td>
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<tr>
<td>8</td>
<td>10</td>
<td>10</td>
<td>Schering AG</td>
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</table>

Top 10
Healthcare Sector Associations
Retail & Distribution

ABRAFARMA – Brazilian Pharmacies and Drugstores Chain Association
ABAFARMA – Brazilian Pharmaceutical Wholesalers Association
ABC FARMA - Brazilian Pharmaceutical Trade Association

Number of drugstores in Brazil

Total 61,524 POS

Source: IMS Health
Main Activities

ANVISA - National Health Surveillance Agency

Healthcare Working Group
1. ANVISA

Pharmaceutical Product Identification

• Ministry of Health – Resolution 801/98 + amendments – **GTIN is mandatory** information for new pharmaceutical products registration application.

• Ministry of Health - Resolution 802/98 + amendments – **EAN.UCC EAN-13** barcodes with **GTIN** are **mandatory** on pharmaceutical products packages.
Opportunity TRACEABILITY

• Resolution 320/02 + 16/03 – the lot number of each pharmaceutical product delivered to the retailers must be informed in the invoice

PROPOSAL

• **1st phase** – logistic units identification with UCC/EAN-128 (implemented from industry to distributors)

• **2nd phase** – lot number and expiry date barcoded on the pharmaceutical packages (under study: EAN13 + composite)

• GS1 Brasil takes part on the ANVISA’s Traceability Technical Committee
Opportunity UNIT DOSE AT RETAIL

- Resolution 135/05 + Decree 5.348/05 – regulate the sales of Drugs in UNIT DOSE at retail to provide consumer with only necessary doses as prescribed

- PROPOSAL

  - Identification down to the unit dose using RSS
2. Healthcare Working Group

- **Working Group**
  - Participants from Hospitals, Manufacturers, Distributors and Service Providers
  - Virtual discussion group (User’s Forum)
  - Pilots – Hospital Santa Catarina
  - Traceability and Logistic Identification – Johnson & Johnson
  - Unit doses identification – ASTER, Cristalia, FURP and Hypofarma
  - Attendance in 2004 around 200 people

- **Some of Outcomes**
  - Coding Guide for the Health Sector
  - Video Hospital Supply Chain
PILOT PROJECT: Unit dose identification using RSS
Composite

- Pilot project concluded in June, 2004

Participation

✓ HOSPITAL SANTA CATARINA
✓ HYPOFARMA
  - Cloreto de Sódio 20% 0,2 g/ml 20 ml
  - HYDREN Adrenalina 1 mg/ml
✓ ASTER
  - Cloreto de Sódio 0,9% 10 ml
✓ CRISTÁLIA
  - TRAMADON 50 mg
  - AMYTRIL 25 mg
  - Halo decanoato 70,52 mg/ml
✓ FURP
  - Sulfametoxazol + Trimetoprima 200 - 300 mg
  - HALOPERIDOL 5 mg/ml 1 ml
  - DIAZEPAM 10 mg I.V. 2 ml
2. Healthcare Working Group

- Unit doses identification using RSS Composite
  - Pilot samples
MARKETING ACTIVITIES
Marketing Activities

Brasil

Events to disseminate EAN.UCC System

• Workshops, Seminars
Marketing Activities

Events to disseminate EAN.UCC System

- Relevant sectorial tradeshows – Hospitalar and FCE Pharma
Marketing Activities

VIDEO
"HOSPITAL SUPPLY CHAIN"
Brazilian Healthcare Supply Chain
Inventory of EAN.UCC Standards application

Pharma Industry
- GTIN
- SSCC - traceability
- EDI
- RSS – Unit dose/traceability

Medical Devices
- GTIN (UCC/EAN-128)
- SSCC - traceability
- EDI
- RSS - traceability

ANVISA
- GTIN
- SSCC
- RSS

Hospitals
- GTIN
- 128
- EDI
- RSS

Distributors
- GTIN
- 128
- EDI
- RSS

Retailers
- GTIN
- 128
- EDI

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THANK YOU!
OBRIGADO!

Roberto Matsubayashi
Business Solutions Manager

T. +55 (11) 3068 6205
E. rmatsu@gs1brasil.org.br

Al. Santos, 2441 – 9º andar
CEP 01419-002 – São Paulo
SP - Brasil
T. +55 (11) 3068 6200
F. +55 (11) 3064 8108
W. www.gs1brasil.org.br