Status Report Work Team
‘Membership / Build Community’

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team leader
- Volker Zeinar (freelancer at B. Braun, Germany) – Coord. Auto-ID Affairs
- Jim Willmott (Smiths Medical, UK) – Group Labelling Manager

objective
“organize enlargement to progressively include other healthcare supply chain stakeholders”
- HUG couldn’t be only an exclusive ‘manufacturers club’

scope
“identify and prioritise groups of supply chain stakeholders”
- which groups / what could they contribute / when is the right time / … ?
“prepare / organize co-operations with similar initiatives”
- focused on global / regional / local markets
Supply Chain Stakeholders

GS 1: organization + support

- manufact. (re-packer)
  - pharmac.
  - med. dev.

- regulatory/legal bodies
  - FDA, EU Com., NHS
  - Health Ministry,…

- users
  - hospitals,
  - pharmacies,
  - distributors,
  - wholesaler,…
  - maybe represented by associations (HIDA, EFPIA, EGA,…)

- purchase/lobbying
  - GPO’s
  - national purch. org.,
  - associations
    Eucomed, Medec
    Advamed,…

- solution providers
  - e.g. SAP, AIM,…

balance: AM / EU / AP

deployment realization
requirements verification
promotion
requirements application
strategy distribution + promotion
support

GS1 HUG
GS1: put the idea of the ‘HUG’ in concrete terms

Kick-Off Princeton (NJ) US
13 global manufacturers (MD + PH)

HUG team leader meeting
(Vision, Mission, Work Plan)

1st. Press release

1st. Regular meeting Brussels
Focus: legal bodies

Sept

1st. HUG Newsletter / 2nd. Press release

Oct

start discussions with similar initiatives (Eucomed, EHI, …)

Nov

2nd. Regular meeting US
Focus: distr., GPO, hosp.

Nov/Dec

Quality is more important than quantity!
**prerequisites**
- global position
- agreement of their management for engagement
- business process orientated experts
- familiar with GS1-Standards (at least have an overview)

**expectations**
- represent strategy, opinion and experience of their company
  - product-ID + e-commerce in supply chain
- promotion of developed global standards throughout their organisation
- active involvement and participation
Importance of an ‘active involvement’

‘active’ means:
- attend the global meetings
- participate in discussions
  - represent your companies opinion
- engagement at least in one HUG work team
- example: reply to questionnaires in adequate time
  - current labelling situation, collecting information for baselines, …

KEY SUCCESS FACTORS
- all members should contribute to the results of the work!
  - not just profit without contributing
  - it’s a question of fairness
- interact to each other openly!
  - sharing information + expertise
- teamwork!!!
  - collective action guarantees success
Co-operation with similar initiatives (extract)

- complex landscape
- activities driven by
  - GS1
  - manufacturers
  - associations
  - user groups
- network meaningful

done so far
- discussion with EPC regarding delimitation of tasks
- co-operation with Eucomed is established
- close co-operation with EHI organized
- co-operation with EHMA arranged
- lines of communication to GS1 MO’s activated
Example: HUG and EHI (European Health Initiative)

- HUG
  - Responsibility:
    - development of global guidelines

- EHI
  - Responsibility:
    - implementation of global guidelines
    - supplementary if necessary
    - regional point of view
    - prepare / execute / monitor pilot projects

Result of co-operation → excellent competence center!!!

‘bundled know-how and power for optimizations’
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