European Healthcare Initiative

Nicolas Florin, Berlin February 2007
• History and Original Objectives of EHI
• Achievements
• The way forward
History

• Some European GS1 Member Organisations started developing activities in Healthcare between mid 80’s and late 90’s.
• During that time, the GS1 Global Office supported and coordinated them
• At the turn of the century it has been decided to develop a structured approach of the Healthcare sector across Europe
• A Business Plan was adopted and EHI was officially launched in January 2003
EHI’s proposition for Healthcare (2003)

- Unique system of identification
  - Products, locations, logistics units, assets, patients
- Multi-sector applicability; global System
- Proven, world-wide – 25 year track record
- Scale of use
- Future proof
  - Meets the needs of the healthcare market today
  - Track and traceability, batch number, expiry date …
  - Reduced Space Symbology & Radio Frequency tagging
- ‘On the ground’ support network through Membership Organisations
What did EHI deliver 2003-2006

• Enhanced awareness on GS1 System in Healthcare sector across Europe
• Development Healthcare specific communication tools (documentation, dedicated WEB page)
• Setup communication with pan-European organisations (hospitals, pharmacists, European Commission, etc.)
• Engagement of Member Organisation in Healthcare development
Activities 2006

- **Initiatives Programme**
  - Haemophilia pilot in Ireland successful implemented
  - Voluntary Application Guidelines (VAG) published as good draft
  - Bridge e-pedigree project launched

- **EPC Programme**
  - Major Information Sharing / Recruitment event was performed in November 2006

- **Communications Programme**
  - Successful website
  - Knowledge Bank continuously updated
  - Forum – Newsletter
  - Presentations at major events like Logipharma, Manupharma, EAHP-congress, etc
• EHI : an initiative driven by the MOs

• GS1 HUG™ : an initiative driven by the Users

• From an European scope to a Global Scope

• Healthcare has become a top priority for GS1
GS1 HUG™ Organisation

Project Management Coordination GS1

GS1 HUG™ Co-Chairs
Rich Hollander, Pfizer & Mark Hoyle (Tyco)

HUG Leadership Team

Membership

Working Groups
- Public Policy
- AIDC
- Auto-ID Data
- Serialisation
- Data care

Communication & Coordination

Local HUG
- HUG Australia
- HUG Chile
- HUG Switzerland
- ...

Pan-European Organisation
- European Commission
- EFPIA
- GIRP
- EUCOMED

EH1

European MOs
EHI – contributing to the global healthcare strategy and roadmap at GS1

- Active participation in standards development by support of HUG work teams
- VAG as input to global applications standards
- Promote and represent HUG at major European marketing events
- Engaging European stakeholders in HUG
- Promote global healthcare strategy at European MO’s and encourage participation
- Link healthcare websites
- Encourage information sharing between European healthcare experts
- Lead implementation of forthcoming global standards if the pilots are pan-european
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