



Making your value chain more visible, secure and sustainable.

GS1 Healthcare US

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Collaborative vs. Competitive

- Can you be both, and create shared value?





Imperatives for Collaboration

- Patient Safety
- Counterfeiting
- Theft
- Rising Costs
- Drug Discovery & Time to Market



Opportunities for Shared Value





Approach to Collaboration

- Open vs. Closed
 - Information & Technology
 - Participation (Working Groups)
 - Trust
- Business Requirements & Process
 - Process improvements (speed, cost, safety)
 - Standards enablement
- Global Alignment & Local Implementation





Shared Value, per Michael Porter

“Shared value offers corporations the opportunity to utilize their skills, resources and management capability to lead social progress in ways that even the best-intentioned governmental and social sector organizations can rarely match.”

**Harvard
Business
Review**

-- Harvard Business Review, Jan/Feb 2011

