



The global language of business.

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## **Global Healthcare User Group chooses GS1 as sole system of standards in healthcare**

The GS1 HUG™ is a voluntary and open group formed by 40 leading pharmaceutical and medical devices companies, wholesalers, hospitals and trade associations from around the world. The HUG's primary objective is to enhance patient safety worldwide through accurate and standardised product identification.

Accurate product identification is crucial to patient safety in three key aspects:

- avoiding medication errors by ensuring that the right drug is delivered to the right patient
- preventing the use of counterfeit drugs and medical devices
- allowing the traceability of medical products

After one year of successful operation of the GS1 HUG™, HUG officially announced on 26 July 2006 that it will use GS1 standards exclusively as the basis for its automatic product identification developments (Bar Codes and Radio Frequency Identification Product Tags). Over the course of the next 18 months the HUG members will continue to further promote the existing GS1 standards for their application and implementation, in the healthcare sector. While the primary focus is on developing global standards for automatic product identification, the HUG will also be working on other topics e.g. serialisation, medical catalogues, data synchronisation, classification and e-commerce, to make the healthcare systems safer and more efficient worldwide



The two co-chairs of the GS1 HUG™ expressed their satisfaction at this achievement. Volker Zeinar, B.Braun, commented, "*The organization of the HUG, the engagement of the members and their willingness to share expertise are the*

*key success factors. Patient safety is a valuable matter which has to be protected and improved. The GS1 HUG™ wants to contribute with voluntary global standards."*

*Rich Hollander, Pfizer, added, "The HUG was formed to develop global standards in the healthcare industry when it comes to automatic identification and act as the leading voice for the healthcare industry. Many of the standards required already exist, but there are a multitude to choose from. The HUG is developing global healthcare application standards relying on the GS1 system."*

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## ***Notes to editors***

### **GS1 Healthcare User Group (HUG)**

The objective of the GS1 HUG™ is to lead the utilisation and development of global standards for the healthcare industry, with the primary focus on automatic product identification to improve patient safety.

The GS1 HUG™ is developing, promoting and implementing a global industry response for solutions for preventing medical errors, combating counterfeits and improving supply chain efficiencies throughout the healthcare industry. For more information please see at <http://www.gs1.org/hug/>.

### **GS1 – The global language of business**

GS1 is a global organisation dedicated to the design and implementation of global standards, technologies and solutions to improve the efficiency and visibility in supply and demand chains.

GS1 has more than 30 years experience in the development and support of global supply chain standards and technologies. GS1 is a neutral, not-for-profit standards (and related services) organisation.

GS1 offers a diversified portfolio of products, solutions and services, including the GS1 System of standards, the most widely used supply chain standards system in the world. GS1's portfolio ranges from GS1 BarCodes to GS1 eCom (electronic commerce tools) to next generation technologies and solutions such as GS1 GDSN (Data Synchronization), EPCglobal (using RFID technologies) and traceability.

The organisation operates in more than 20 industries and sectors ranging from Fast Moving Consumer Goods (FMCG) to Health Care, Transport & Logistics, and Defence. GS1 and its Member Organisations play a leading role in supply and demand chain management improvement worldwide for large, small and medium-sized organisations.

Formed in 2004 from the joining together of EAN International & the Uniform Code Council, Inc (UCC), GS1 is truly global, with a presence in 104 countries driven by more than a million companies, who execute more than five billion transactions a day.



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