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## MEDIA RELEASE

### **World healthcare leaders and regulators join forces to improve patient safety at the Global GS1 Healthcare Conference**

**For immediate release (5 April 2019)** – Around 400 healthcare industry leaders, healthcare providers, regulators, and solution providers from 49 countries convened in Noordwijk, The Netherlands, for the 35<sup>th</sup> global GS1 Healthcare Conference that took place between 25-29 March. An intense week of meetings, workshops, networking activities and on-site visits to hospitals, pharmaceutical companies and wholesalers of medical instruments, was accompanied by great [engagement on social media](#) from participants.

“We launched our healthcare initiative in 2006 and it’s been our most successful, with the biggest impact on people’s lives all around the world”, said GS1 CEO Miguel Lopera welcoming the participants.

Healthcare providers took centre stage to share inspiring stories on how the use of GS1 standards in their hospitals is boosting efficiency, savings, and most importantly, patient safety.

“Healthcare has to be patient-centric so to ensure the very best outcomes. GS1 standards allow us to remain focused and confident that we can deliver on our commitment to patients”, said Susan Moffatt-Bruce, Executive Director at The Ohio State University Wexner Medical Center, US.

Representatives from University Hospital Dusseldorf, University Hospitals of Derby and Burton NHS Foundation Trust, UK, and Aarhus University Hospital (Denmark), among others, addressed the importance of interoperability and the benefits of standards to make sense out of the “data tsunami” aiming to achieve better quality of medical treatments.

“The information that we get from simple scans is amazing. It has changed my life and the lives of my patients. Thanks to GS1 standards, data is meaningful and the potential it gives us still excites me”, said Keith Jones, Clinical Director for Head, Neck, Ophthalmology and Plastic Surgery at University Hospitals of Derby and Burton.

Leading Health Care regulators also took part at the conference, including representatives from the European Commission and the National Medical Products Administration and the State Administration for Market Regulation (China). They provided an update of the status of the Unique Device Identification (UDI) implementation in their respective regions and highlighted the foundational role played by GS1 in this process. Other initiatives regarding the use of GS1 standards to enhance efficiency of donor / humanitarian activities supplying Healthcare products were also shared by prominent stakeholders such as USAID, US or IDA Foundation from The Netherlands.

“Efficient healthcare is based on sound supply chain processes, but happy staff is paramount for better care. You need to have them involved in implementing barcode scanning so that you can get all the benefits”, said Sotiris Tsiafos, Military Pharmacist and Traceability Project Manager, after receiving a GS1 Provider Best Case Study award for the implementation of GS1 standards at 401 Athens General Military Hospital. Dr Chikayuki Ochiai, Honorary

President at NTT Medical Center Tokyo, thrilled the audience recalling his 10-year personal journey collaborating with GS1 Healthcare. Dr Chikayuki Ochiai received the GS1 Recognition Award for his contribution to GS1 Healthcare efforts over the years.

One of the sessions saw the official launching of the new GS1 Application Standard for the Identification of Investigational Products in Clinical Trials. This development will help to consistently identify investigational products along the industry's entire supply chain, defining the rules, roles, and responsibilities for the allocation of GS1 identification keys and the barcoding of investigational products, primarily from the time of kit assembly to use and, if necessary, destruction.

"It was an honour to moderate the Clinical Trials panel discussion at the conference. Many of the manufacturers said they were committed to implementing the new standard this year. This will provide benefits across the supply chain including full traceability, fewer errors, improved inventory, and leveraging barcodes to ensure better patient safety", said Mike Meakin, Vice President, Global Quality, Regulatory & Compliance at DHL Life Sciences & Healthcare.

Another highlight of the conference saw Heran Gerba, Director General of Ethiopian Food and Drug Agency (EFDA), Ethiopia, reflecting on her country's strategic efforts implementing a new traceability regulation. "You know in my country we are well known for marathons. This is exactly how we are working on this crucial project. We have long vision spirit and true commitment in ensuring patient safety. Thank you so much for your support along this journey".

The participants also learned about success stories of track & trace pharmaceuticals regulations in other countries. Outstanding presentations included those from Ömer Hakan Simsek, Head of the IT Department from the Turkish Medicines and Medical Devices Agency, and Dr. Haytham Abdellatif, Track & Trace project manager, Egypt Ministry of Health.

Finally, participants had the opportunity to support the inspiring work that CliniClowns is doing in The Netherlands, providing smiles and laughter for sick and disabled children and people with dementia. For every feedback form provided, GS1 Healthcare donated 5 euros to this charity.

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**About GS1** - GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known



for the barcode, named by the BBC as one of “the 50 things that made the world economy”. GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach – local Member Organisations in 112 countries, 1.5 million user companies and 6 billion transactions every day – help ensure that GS1 standards create a common language that supports systems and processes across the globe. Find out more at [www.gs1.org](http://www.gs1.org)

**About GS1 Healthcare** -GS1 Healthcare is a neutral and open community bringing together all related healthcare stakeholders to lead the successful development and implementation of global GS1 standards, enhancing patient safety, and operational and supply chain efficiencies.

The development and implementation of GS1 standards is led by the experts who use them: pharmaceutical and medical device manufacturers, wholesalers, distributors, group purchasing organisations, hospitals, pharmacies, logistics providers, solution providers, governmental and regulatory bodies, and trade associations. Evidence available from industry implementations shows that GS1 identification, data capture and data sharing standards in healthcare deliver tangible benefit to all stakeholders. Global members of GS1 Healthcare include more than 100 leading healthcare organisations worldwide.

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