Introduction

Grant Courtney

• Member of GS1 Healthcare Leadership Team

• 20 Years experience in healthcare focusing on the “product to patient interface”
# Hurdles we need to overcome

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of demand or no legislation</td>
<td>Until there is legislation or significant consolidated demand, it is not enough to trigger manufacturers to respond</td>
</tr>
<tr>
<td>Uncertainty of requirements</td>
<td>It is difficult to build solutions when requirements are not clear or keep changing, this can delay investment.</td>
</tr>
<tr>
<td>Conflicting legislation</td>
<td>Single Unit Dose requirements need to conceder the use of barcodes on packs.</td>
</tr>
<tr>
<td>Scale of change</td>
<td>A manufacturer could have 100’s of production lines and also have product made by contractors.</td>
</tr>
<tr>
<td>Conflicting priorities</td>
<td>Manufacturers’ will be running many projects.</td>
</tr>
<tr>
<td>Industrialised solutions</td>
<td>Technology is not always ready or robust enough to use or invest in</td>
</tr>
<tr>
<td>Solutions providers able to support</td>
<td>Technology/ solution providers are not always able to support the demand from industry similar to Y2K</td>
</tr>
<tr>
<td>Timelines</td>
<td>Equipment can take 6 – 2 years to design, build and get up and running</td>
</tr>
</tbody>
</table>
What can you do to help?

It is **not feasible to remove all hurdles**
but Industry & Healthcare providers can
**work together to**
**minimise them**

Here are a few **ideas**
to illustrate this approach
Data / Carrier

Reduce uncertainty

• Use GS1 standards for the data carrier and data

Industrialised solutions

• Start with GTIN only as batch and expiry is more challenging
Single Unit Dose

Conflicting Legislation

• Work with industry and regulators to ensure requirements are consistent and we think about these issues holistically
Pack Formats

Industrialised solutions

- There is no solutions for some pack formats today, whilst others are very challenging.
Products

Scale of change

• If we focus on high risk products and/or those products used in hospital type settings rather than all products, this will reduce the impact
Timing

- Phasing requirements and achievable timelines will help with many of the hurdles manufacturers encounter.