



Dirk Van Den Wouwer

Serialization and end-to-end traceability leader EMEA, Johnson & Johnson, Belgium





End-to-End Traceability with GS1 Standards

German securPharm Pilot

Dirk Van den Wouwer
End-To-End Traceability EMEA
Supply Chain Visibility

GS1 Healthcare Meeting - Berlin
April 2017

Johnson & Johnson – A Global Presence

- Global science & technology company focused solely on healthcare
- More than 275 operating companies in 60 countries
- Selling products in more than 175 countries
- Approximately 128,000 employees worldwide
- More GTINS than any other company



The Johnson & Johnson Credo

- Created in 1943
- Drives deep commitment to ethical principles
- Common set of values unifying diverse business



Serialization and Traceability

A **unique identification number** assigned to **each item** identifying it with a product number and associated serial number.

Applied at **every package level** (bottle, case, and pallet)

Unique numbers are uploaded into a **database** and can provide **timely product intelligence from development to the patient**

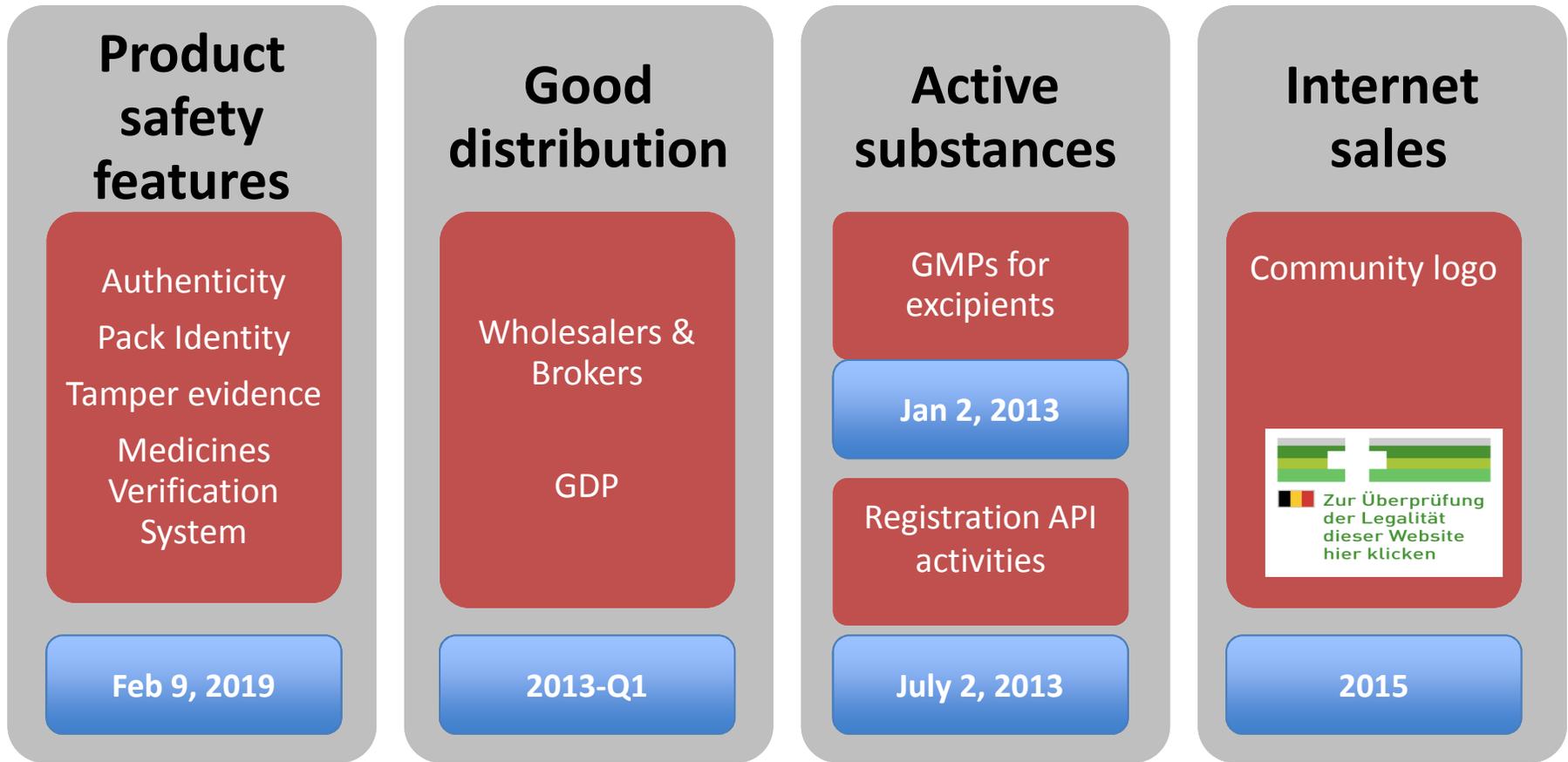


Benefits of Serialization

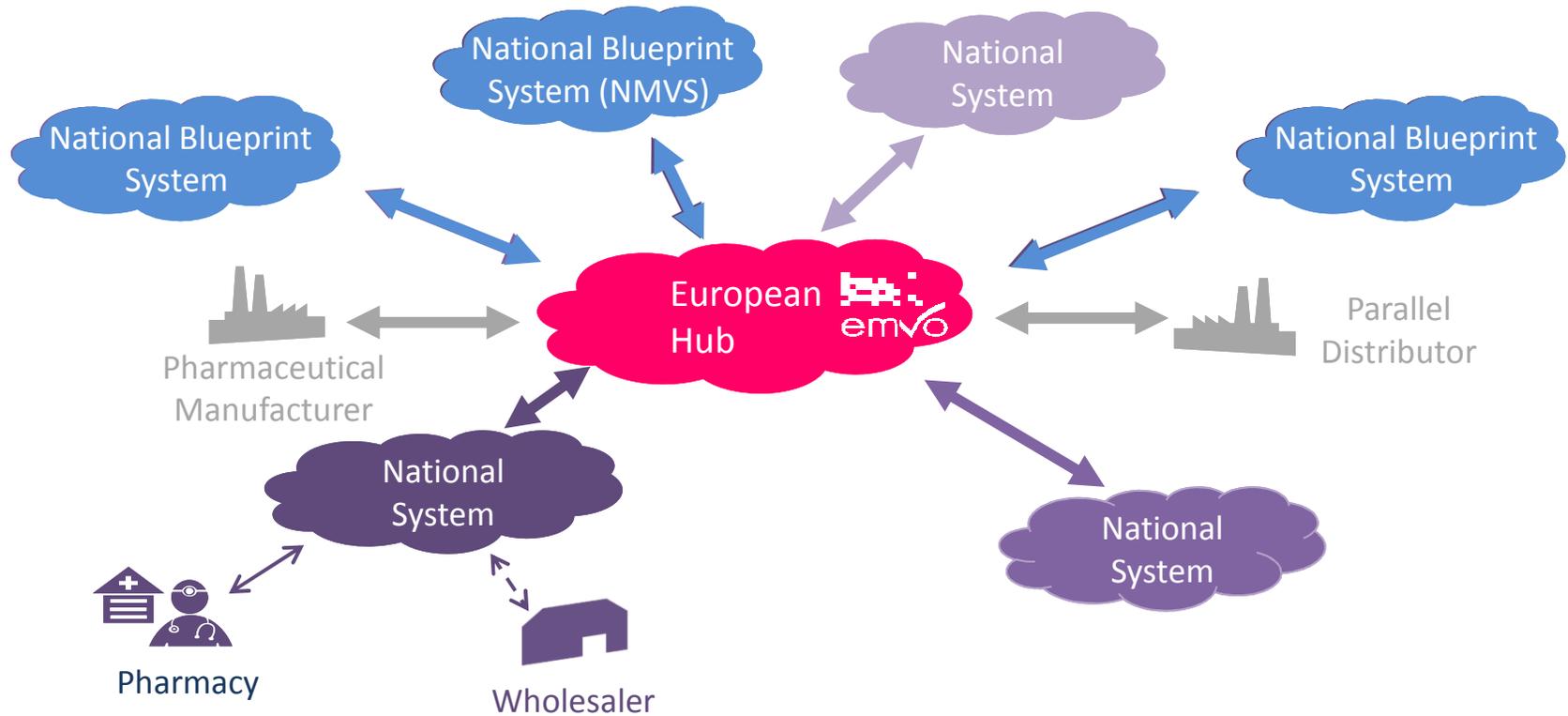
- Enables patient safety
- Allows for continued product access
- Creates end-to-end transparency
- Reduces threat of counterfeiting, theft, diversion
- Minimizes errors
- Improves logistics efficiency and order accuracy



EU Falsified Medicines Directive



Repositories Systems for Systematic Point of Dispense Verification



Case Study



Delivering life-saving treatments and end-to-end traceability for patient safety

Johnson & Johnson Supply Chain (JJSC) is comprised of more than 63,000 professionals worldwide who support the global supply chains of Johnson & Johnson's business segments—from planning and sourcing to manufacturing, logistics and deployment. When delivering medicines to healthcare providers and patients around the world, JJSC in Germany is leading the way to ensure the authenticity and safety of these drugs with its serialisation programme, supporting the European Union (EU) Falsified Medicines Directive. Using GS1 standards as a foundation, JJSC is confident that compliance can be simplified as more and more European countries adopt the GS1 common language of business.

Global compliance strategy

Dirk Van den Wouwer, EMEA End-to-End Traceability Leader with JJSC, is responsible for the serialisation and traceability programme of all products manufactured in the EMEA region (Europe, Middle East and Africa) and distributed throughout the world.

"Since we serve the global marketplace, we must comply with all of the different regulations in the different regions and countries—something that could be quite complex," says Van den Wouwer.

As the EMEA regional lead for the global serialisation and traceability programme, Van den Wouwer is making sure that all JJSC production and distribution sites including processes and systems, are ready for the EU Falsified Medicines Directive (FMD) 2019 deadline.

An integral part of the company's global compliance strategy is GS1 standards.

"We are using GS1 standards, a combination of serial numbers and GTINs (GS1 Global Trade Item Numbers) in barcodes to uniquely identify each product," says Van den Wouwer. "This allows us to track and trace the packaged product, from our manufacturing site to any patient, in any country across the globe."

Simplifying complexity

Van den Wouwer explains why JJSC has chosen to use GS1 standards globally, "In the healthcare industry, supply chains have become increasingly complex and vulnerable to falsified medicines. We have invested and continue to invest in standard operating procedures, common platforms and GS1 standards to help us simplify processes—to speak 'one business language' in our multi-national environment. The more global the healthcare supply chain becomes, the more it is a 'must' to work with standards."

"We have invested and continue to invest in standard operating procedures, common platforms and GS1 standards to help us simplify processes—to speak 'one business language' in our multi-national environment. The more global the healthcare supply chain becomes, the more it is a 'must' to work with standards."

Dirk Van den Wouwer
EMEA End-to-End Traceability Leader
Johnson & Johnson Supply Chain

Piloting End-to-End Traceability in Germany

Pilot by Johnson & Johnson Supply Chain (JJSC) in Germany to test end-to-end serialization and verification



German securPharm Pilot

Pharmacy point of dispense verification

- Approximately 400 pharmacies
- Partnership between pharmacies and manufacturers
- Receive scan confirmation



JJSC Systems and GS1 Standards Worked



- Common standards to keep on schedule
- Interoperability across companies, countries, regions



- Master data requirements by country could be different
- Artwork changes can only proceed when country decisions are known
- Timing serialization with NMVS readiness is critical
- Need to practice and test

7 Billion Reasons to Care



Serialization and traceability will benefit patients and consumers around the globe