2022 Strategic Priorities
GS1 Healthcare
2022 Strategic Priorities

Vision:
GS1 Healthcare envisions a future in which the healthcare sector achieves harmonised implementation of global standards in business and clinical processes enabling interoperability, optimal quality and efficiency of healthcare delivery to benefit patients.

Mission:
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, operational and supply chain efficiencies.

Our Strategic Priorities are:

Digital Health / Digital Transformation: Awareness and understanding of health IT digital standards and how GS1 is essential to be part of this. Drive engagement in regional or global work towards digitisation where appropriate.

Enhancing engagement with healthcare providers: Significantly increase & drive awareness for GS1 standards in hospitals by demonstrating and quantifying the benefits of using GS1 standards.

Africa and emerging markets: Continue engagement with MOs, regulatory authorities, solution providers, etc in locations that have the greatest need / opportunity to leverage GS1 standards as their healthcare systems evolve. Increase engagement with Francophone countries, e.g., through Francophone conference.

Develop closer collaboration with international organisations: Formalise and, where appropriate, strengthen collaboration with international organisations, including but not limited to donor organisations.

Unique Medical Device Identification: Educate users, GS1 Member Organisations, regulators, healthcare providers, etc. Achieve and maintain status as Issuing Agency for all UDI regulations.

Our Strategic Measures are:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total global number of pharma &amp; medical device members reported by GS1 Member Organisations (MOs)</td>
<td></td>
</tr>
<tr>
<td>Number of Healthcare GTINs in Global Registry</td>
<td></td>
</tr>
<tr>
<td>% of products with GS1 barcodes in each country (surveyed at healthcare providers – hospital, retail pharmacy)</td>
<td></td>
</tr>
</tbody>
</table>
GS1 Healthcare will change the way we report our Strategic Priorities from 2022 onwards, to include only those things that are truly strategic, not our business as usual work.

The criteria used to identify these priorities is that the strategic priorities needed to:
- Be absolutely transformational / game changers
- Be forward thinking / big thinking
- Have strong drive to serve the customer / relate to helping the healthcare system to serve patients
- Be critical strategies that GS1 Healthcare would be expected to work on, and ideally something that only GS1 Healthcare can work on
- Be separate from goals and tactics i.e., not ongoing business as usual (e.g., events, public policy, general standards development, global member support, etc)
### Digital Health / Digital Transformation

Awareness and understanding of health IT digital standards and how GS1 is essential to be part of this. Drive engagement in regional or global work towards digitisation where appropriate.

| Undertake training / education | MO training needs analysis  
Develop a 3rd elearning module based on the MO training needs analysis | March 2022  
Agreed and agency engaged by May 2022  
e-learning delivered by end of Dec 22 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue engagement with EPR / EMR providers</td>
<td>Continue the engagement with x2 Electronic patient record solution providers to understand the barrier to adopting GS1 standards within their systems.</td>
</tr>
</tbody>
</table>
| Develop an engagement plan | Based on identified trends that impact GS1 in healthcare engage with innovative organisations  
Drive engagement in regional or global work towards digitisation where appropriate. | Ongoing; based on assessment of GS1 Healthcare Leadership Team |
| Continue to focus on access to digital information | Define GS1 HC position regarding access to digital information e.g. ePI | December 2022 |
Enhancing engagement with healthcare providers

Significantly increase & drive awareness for GS1 standards in hospitals by demonstrating and quantifying the benefits of using GS1 standards

Leverage the learnings from Imagine and enrich some of the insights and materials to go to the next level in developing a communication and engagement strategy to significantly increase our footprint in the healthcare provider space:

1. Deep dive into 2016 Imagine Kantar research and recent use cases from reference books
2. Engage MOs and subject matter experts from original Imagine project to have a clear understanding of what went well, what can be improved, what can be leveraged on, etc.
3. Improve and deepen the engagement strategy including the identification of stakeholders, segmentation into personas, the customer journeys and touchpoints, the messages and a new communication matrix. Ensure alignment to new 5 year strategy
4. Work with a group of 4-5 MOs to develop the communication strategy, execute it and validate the communication plan
5. Global roll out by market segment

March – April 22: Engagement with MOs - Understanding their needs
May – June 22: Development of materials with internal/external feedback
July 22- October: Capturing feedback, sharing experience and refinement
Jan 23: Global Roll out

Promote the benefits of using GS1 standards in hospitals through virtual reality – Plan to use bedside scanning scenario in hybrid event in Paris

Plan for use / promotion during Hybrid event in Paris and future face to face meetings
## Africa and emerging markets

Continue engagement with MOs, regulatory authorities, solution providers, etc in locations that have the greatest need / opportunity to leverage GS1 standards as their healthcare systems evolve. Increase engagement with Francophone countries, e.g., through Francophone conference.

| **Support countries implementing GS1 standards** | Organise monthly Africa HIG calls with GS1 MOs in Africa. Provide support via mail, calls, events and others to regulatory authorities in countries to start and/or progress with GS1 implementation activities. | Monthly Ongoing |
| **Engage solution providers in Africa** | Identify solution providers active in countries where there are active GS1 conversations in Africa and work with them to build awareness on GS1 standards. | Ongoing |
| **Support regulators in developing harmonised of PH traceability requirements** | Work on harmonisation for specific countries with users and MOs Promote the use of the Regulatory Roadmap on traceability and develop part 2 Contribute to ICMRA guidance on traceability (second set of recommendations) and formalise a long-term collaboration with WHO APEC Roadmap on supply chain security | Currently supporting (Benin, Botswana, Malawi, Nigeria, Zambia, etc) Part 2 to be developed in 2022 To be launched in 2022 |
| **Develop reference material to raise awareness about the standards** | Routinely update flag slides showing progress in Africa Develop and distribute Africa newsletter Develop marketing materials about the standards specific to the regions challenges and opportunities including MEMA photography DB | Monthly Quarterly June 2021 |
## Develop closer collaboration with international organisations

Formalise and, where appropriate, strengthen collaboration with international organisations, including but not limited to donor organisations.

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Actions</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UNICEF / Gavi / DCVMN</strong></td>
<td>Support implementation of GS1 standards specifically as it relates to COVID vaccines</td>
<td>Continue cooperation</td>
</tr>
<tr>
<td></td>
<td>Provide training on GS1 standards and relevance for these organisations</td>
<td>Upon request</td>
</tr>
<tr>
<td></td>
<td>Participation as advisor in DCVMN Traceability consortium</td>
<td>Upon request</td>
</tr>
<tr>
<td><strong>World Bank Global Steering Committee Advisory Group</strong></td>
<td>Participate in World Bank Global Steering Committee Advisory Group meetings to build traceability capabilities in developing countries</td>
<td>Quarterly</td>
</tr>
<tr>
<td></td>
<td>Collaborate with WB and partners to set up regulatory ThinkTank with African regulators and members of regional economic communities as well as donor-/financing organisations</td>
<td>Quarterly</td>
</tr>
<tr>
<td><strong>USAID / Global Fund</strong></td>
<td>Raise awareness about the standards and supporting country implementations including specific support to countries and organizing events</td>
<td>Contribute to initiatives led by these organisations (e.g. Francophone Africa summit May 2022)</td>
</tr>
<tr>
<td><strong>PharmaLedger</strong></td>
<td>Participate in PharmaLedger’s work to ensure that GS1 standards are represented</td>
<td>Continue to strengthen relationship</td>
</tr>
<tr>
<td><strong>Fight the Fakes Alliance</strong></td>
<td>Continue to strengthen relationship with Fight the Fakes Alliance</td>
<td>Contribute to activities and Executive Board</td>
</tr>
<tr>
<td><strong>Sustainable Medicines Partnership</strong></td>
<td>Continue to strengthen relationship with Sustainable Medicines Partnership</td>
<td>Implement MoU signed in February 2022</td>
</tr>
<tr>
<td><strong>Clinical Data Interchange Standards Consortium (CDISC)</strong></td>
<td>Continue to strengthen relationship with CDISC to understand how GS1 standards and CDISC standards may interoperate. Publish joint position.</td>
<td>Q3 2022</td>
</tr>
</tbody>
</table>
## Unique Medical Device Identification

**Educate users, GS1 Member Organisations, regulators, healthcare providers, etc. Achieve and maintain status as Issuing Agency for all UDI regulations**

### UDI in the USA
- Support in "correcting deficiencies" identified in AccessGUDID
- Develop and submit the US FDA UDI Annual Report
- Ensure renewed accreditation as Issuing Agency for 7 years
- Daily basis
- End 2022
- Regular exchanges with US FDA

### UDI in the EU
- Participate in EU COM UDI MDCG, EU COM EUDAMED MDCG and in MTE UDI Task Force
- Support stakeholders (incl. EU COM) on the definition of the UDI solution for contact lenses – GSMP on the Master UDI-DI
- Support the GDSN and EUDAMED discussion
- Support EU COM UDI helpdesk by replying to GS1 related questions
- Ensure GS1 role as Issuing Entity – assessed in 5 years
- As needed
- Weekly GSMP meetings
- As needed
- Upon request
- Regular exchanges with the EU COM

### Other UDI systems
- Support the IMDRF work on UDI
- Support GHWP UDI activities as Liaison Member
- Support dev. and monitor dev. in relevant jurisdictions worldwide
- Upon request
- Upon request (March 2022)
- e.g., in Australia, Brazil, China, Egypt, Saudi Arabia

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2022 Workplan
GS1 Healthcare 2022 Workplan

Drive the current business
- AIDC standards and tools
- GDSN Standard and Data Quality
- Roll out of guideline detailing use of GS1 standards in pharma clinical trials
- Drive strategic implementation of regulatory related global initiatives (not UDI)
- UDI standards and policy
- Strengthen the COVID-19 supply chain
- Strategy development and business planning

Healthcare Providers
- Collaboration
- Clinical engagement
- Training and tools

Leverage new technologies
- GS1 Registries Platform, including Digital Link Resolver

Ongoing Activities
- Global GS1 Healthcare Events
- Member Organisation Support
- Services to global members
- Business development
- Public Policy activities
- Interaction with other SDOs and eHealth activities
- Solution Provider activities
- Communication strategy
Drive the current business
## AIDC standards and tools

Ensure GS1 AIDC standards, guides and Global Office position and value proposition papers reflect the current needs in healthcare. Update as needed.

### Healthcare GTIN Allocation Rules
- Participate in GTIN Modernisation MSWG, provide HC guidance as needed and inform HLT of issues or concerns
- January through end of MSWG

### Educate & help drive deeper implementations of GS1 identification Keys
- Review existing Position Papers and determine if update are needed.
- Participate in 2D in Retail MWSG, provide HC guidance as needed & inform HLT of issues or concerns.
- Determine what additional tools are needed to improve AIDC implementation
- TBD March through end of MSWG

### Medicinal product dose dispensing
- Deliver an application standard for identification of repackaged medicinal products for dispensing purposes
- Undertake communication activities
- June 2022
  - July – December 2022

### Laboratory sample identification
- Development of an application standard for identification of laboratory samples
- December 2022

### GS1 Healthcare Barcode Scanner app
- Communicate the value of the app for checking, surveying and DigitalLink
- Deliver next version of the app, based on agreed development list
- April 2022 onwards
  - September 2022
## GDSN Standard and Data Quality

Ensure GDSN standards, guides and Global Office position and value proposition papers reflect the current needs in healthcare. Update as needed.

<table>
<thead>
<tr>
<th>Maintain relevance of standard</th>
<th>Ongoing</th>
<th>Ongoing</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure the EUDAMED to GDSN mapping is updated as needed</td>
<td>January and ongoing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ensure the GUDID to GDSN mapping is updated as needed</td>
<td></td>
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<tr>
<td>Publish NMPA (China UDI-D) to GDSN mapping is updated on our website based on releases by GS1 China</td>
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</tr>
<tr>
<td>Participate in the follow up actions relating to the HC Deep Dive report regarding data quality</td>
<td></td>
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</tr>
<tr>
<td>In support of request from atrify, assess the viability of GDSN expansion into the Upstream supply chain (i.e. suppliers to manufactures)</td>
<td>Q1/Q2 2022</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Data Quality</th>
<th>Q1/2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide HC input to the development of the Master Data Services / Brand Owner Value Prop paper with GS1 Marketing</td>
<td></td>
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</table>

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# Roll out of guideline detailing the use of GS1 standards in pharma clinical trials

<table>
<thead>
<tr>
<th>Execute implementation work group</th>
<th>Facilitate monthly work group meetings for information sharing about implementation of all standards</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote clinical trials standards</td>
<td>Present at 2 external forums Industry implementers to present at GS1 Healthcare hybrid event Publish one case study</td>
<td>December 2022 November 2022 September 2022</td>
</tr>
<tr>
<td>Hospital engagement</td>
<td>Explore the possibility of an end to end pilot using GS1 barcodes on investigational products being scanned in hospital clinical processes If project is feasible, document results and outcomes</td>
<td>April 2022 December 2022</td>
</tr>
<tr>
<td>Solution providers</td>
<td>Document the process for storing IP information in hospital clinical systems (or not), then work with colleagues to communicate the need for certain areas in clinical systems to support standards Start engagement with CT specific solution providers to educate about GS1</td>
<td>March 2022 June 2022</td>
</tr>
<tr>
<td>EDI mapping project</td>
<td>Support EDI mapping project which will deliver detailed EDI maps for each XML message</td>
<td>June 2022 onwards</td>
</tr>
</tbody>
</table>
Drive strategic implementation of regulatory related global initiatives (not UDI)

Ensure harmonisation across national/regional regulatory requirements by sharing education and good practices on the use of GS1 standards for traceability of medicines

**Support regulators in developing harmonised of PH traceability requirements**

- Work on harmonisation for specific countries with users and MOs
  - Promote the use of the Regulatory Roadmap on traceability and develop part 2
  - Contribute to ICMRA guidance on traceability (second set of recommendations) and formalise a long-term collaboration with WHO
  - APEC Roadmap on supply chain security

**Facilitate implementation of PH traceability requirements**

- Working with PH industry, trade associations, GS1 MOs and regulators to leverage the use of the GS1 standards on specific topics

**Increase awareness and education on data exchange standards**

- Increasing awareness around GDSN, providing training and support to/for MOs where requested
- Increasing awareness around EPCIS and Event-Based Traceability, providing training and support to/for MOs where requested

Daily basis and currently Indonesia, India, Ecuador, Brazil, etc
Part 2 to be developed in 2022
To be launched in 2022
Upon request

for 2022 focus on the need for and value of ONE barcode
Upon request

Upon request
UDI standards and policy

Share good practices and expertise demonstrating the need for global harmonisation of UDI requirements.

**GS1 UDI Policy**
- Support implementation of Revised GS1 UDI Policy with templates, Smartsheet for reporting, explanatory video and slides
- UDI workshop for MOs
- UDI Teams group and UDI calls for MOs
- GS1 UDI Policy Implementation Manual for MOS

**Daily basis**
- Session during the Paris Conference and at Regional Forums upon request
- Monthly basis
- Updated on a regular basis

**UDI and Gen Specs**
- Educate regulators and stakeholders on the correct interpretation of GCP

**Launched end of 2021 and ongoing effort with MedTech EU**
Strengthen the COVID-19 supply chain

Demonstrate the contribution of GS1 standards in strengthening the healthcare supply chain in a (post-)pandemic context and communicate broadly to healthcare stakeholders

**Update to white-paper with thought leadership**
- Support the update to the Deloitte white paper: Building trust in the COVID-19 supply chain

**Covid-19 communication strategy and campaign**
- Significantly increase awareness about the critical contribution of GS1 standards to supply chain efficiency.
  - In order to do this, we plan a global communication campaign during the first quarter of 2022.
  - Provide visibility to GS1 standards in a pandemic by creating a GS1 library with relevant articles and MO activities

**Global standards and supply chain resilience**
- Communicate the value / benefit from use of standards to help prevent medical product shortages and to create supply resilience

1. White-paper promoted by Q1/Q2
2. Ongoing sharing with MOs
3. Ongoing Support for MO local discussions

Execute communication strategy - Q2 2022

June 22: New library available on the GS1 Healthcare website

As opportunities arise
Strategy development and business planning

Deliver the relevant strategic initiatives needed to ensure GS1 Healthcare has a strong foundation.

<table>
<thead>
<tr>
<th>GS1 Healthcare 2023 – 202x strategy</th>
<th>Engage appropriate consultancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete strategy development process</td>
<td>Complete strategy report</td>
</tr>
<tr>
<td>March 2022</td>
<td>June 2022</td>
</tr>
<tr>
<td>June 2022</td>
<td>October 2022</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Establish the GS1 Board Committee for Healthcare</th>
<th>GS1 Board Committee for Healthcare (BCHC) to established as a specialist governance committee of the GS1 Management Board</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 2022</td>
<td></td>
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<table>
<thead>
<tr>
<th>Undertake GS1 Healthcare Business Planning</th>
<th>Complete yearly GS1 Healthcare business planning</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Complete GS1 Healthcare year in review / look to the future newsletter</td>
</tr>
<tr>
<td></td>
<td>March 2022</td>
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<td></td>
<td>March 2022</td>
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</table>
Healthcare Providers
## Collaboration

Continuous work with relevant global healthcare organisations to enhance knowledge of GS1 implementations in the healthcare provider communities to support the furthering of GS1 standards in the clinical supply chain and beyond into clinical work.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Joint Commission International</strong></td>
<td>Review if working relationship is required – Potentially replace with EAHP</td>
</tr>
</tbody>
</table>
| **International Hospital Federation (IHF)** | Quarterly follow-up meetings scheduled  
Engage in at least one project with IHF to promote GS1 standards  
Partner in IHF Conference (Dubai) in 2022  
IHF session in GS1 Healthcare Conference (Paris) in 2022  
GS1 publication of an article in the IHF newsletter (distribution to the IHF community)  
Participation in the IHF Advisory Board |
| **ISQua**                         | Share content of HC-provider webinars with ISQua  
Submit abstract for the ISQua Conference (Brisbane - October 2022)  
Develop working relationship with the new CEO |
| **FIP**                           | Establish working relationship – first meeting MS/Rob Moss  
Submit abstract for the FIP World Congress (Sevilla –September 2022) |
| **HIMSS**                         | Establish working relationship  
Collaboration document agreed |

<table>
<thead>
<tr>
<th></th>
<th>Timeline</th>
</tr>
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<tbody>
<tr>
<td>Joint Commission International</td>
<td>December 2022</td>
</tr>
</tbody>
</table>
| IHF              | 2022  
December 2022  
November 2022  
November 2022  
March/April 2022 |
| ISQua            | Continuous  
February 2022  
Ongoing |
| FIP              | February/March 2022  
April 2022 |
| HIMSS            | February/March 2022  
June 2022 |
Clinical engagement

Continuous work with clinical representatives to support the connection between the clinical supply chain and the benefits of GS1 in clinical work and advise GS1 Healthcare on understanding issues faced and how these can be overcome.

<table>
<thead>
<tr>
<th>Clinical Advisory Committee</th>
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</thead>
<tbody>
<tr>
<td>Facilitate at least 4 meetings</td>
</tr>
<tr>
<td>Participation at global GS1 HC conference (physical or virtual)</td>
</tr>
<tr>
<td>Implement CAC strategy to advise, advocate GS1 standards where clinical support is required.</td>
</tr>
<tr>
<td>December 2022</td>
</tr>
<tr>
<td>Nov 2022</td>
</tr>
<tr>
<td>December 2022</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CIO Group</th>
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</thead>
<tbody>
<tr>
<td>Develop a global CIO group to support our understanding of how GS1 Standards fit alongside other Health IT standards</td>
</tr>
<tr>
<td>Participation at global HC conference (physical or virtual)</td>
</tr>
<tr>
<td>Oct 2022</td>
</tr>
<tr>
<td>Nov 2022</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Understanding GS1 in connection to VBHC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive the VBHC topic to demonstrate the value of GS1 standards in the process</td>
</tr>
<tr>
<td>Ongoing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Patient and Caregiver ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reactively respond to questions from MOs and industry about this topic</td>
</tr>
<tr>
<td>Ongoing</td>
</tr>
</tbody>
</table>

The Global Language of Business © GS1 2022
Training and tools

Develop materials and trainings to support the MO community in understanding implementations in the healthcare provider environment and maintain tools for sharing best practices with the general stakeholder community.

<table>
<thead>
<tr>
<th>Category</th>
<th>Action</th>
<th>Time Frame</th>
</tr>
</thead>
</table>
Share the content with International Society for Quality in Healthcare (ISQua) and World Continuing Education Alliance (WCEA).  
Provide multilingual content and English subtitles  
Review and improve the contacts of the database | End of the year: six webinars completed –  
End of the year: six completed  
End of March of 2022  
June 2022                                               |
| Healthcare provider database                | Share statistical & analysis function of the database annually  
Move the HCPDB over to the Azure platform and agree improvements | Jan & June 2022  
2nd half of 2022                                        |
| Healthcare provider implementation dashboard | Further develop the implementation dashboard (validated set of measurements for hospital/healthcare provider implementations) into a monitoring tool  
Used by 2 MOs to find hospitals willing to implement | September 2022                                                 |
| Healthcare provider training                | Workshop on HC-providers and Solution Providers at Global Forum on International Patient Summary  
As requested, at Regional Forums  
Initiate and complete a second e-learning module | Feb 2022  
Q3 2022  
December 2022                                          |
Leverage new technologies
<table>
<thead>
<tr>
<th>Healthcare use of the GRP</th>
<th>Digital Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Together with the relevant GS1 teams strengthen the messaging and MO awareness of HC use of the GRP, including validated systems requirements</td>
<td>• Collaborate with IRISS and BioPhorum to promote the use of the GS1 Digital Link (i.e., participate in webinars, meetings and provide guidance on papers), once the GS1 Healthcare user-driven strategy on access to ePI’s is defined</td>
</tr>
<tr>
<td>• Gain further understanding of the two priority GRP healthcare use cases identified in the November HCLT workshop, and ensure healthcare needs are represented as these are developed</td>
<td></td>
</tr>
</tbody>
</table>

February and ongoing
January – May 2022
Ongoing

Enable patients and healthcare professionals to scan a single GS1 barcode on a medical product or pack to access digital information about the product.

GS1 Registry Platform, including Digital Link Resolver
Ongoing Activities
Global GS1 Healthcare Events

Organise global GS1 Healthcare events as a tool to engage stakeholders, enable interaction and communication and provide training and education about GS1 standards in healthcare.

**GS1 Healthcare Hybrid Event**
- Run the first hybrid event with physical presence in Paris and online participation for remote attendees
- 15-17 November 2022

**Events - 2023**
- Identify location and agree dates for the 2023 Hybrid Event
- December 2022
### Member Organisation Support

Maintain and further increase the GS1 MO Healthcare community, support the exchange of information, build knowledge, develop tools and assets to support their work and engage in local activities as requested.

| MO support | Support and information from GO subject matter experts both remotely and face-to-face as needed | Ongoing |
| Healthcare Interest Group meetings | 1.5 hour teleconference Coordinate extraordinary HIG meetings about special topics | Monthly As required |
| Reference materials | Develop new reference materials – based on support of 5 MOs | As requested |
| Enhanced regional support | Continue staff allocation to support the various regions: APAC, LATAM and Africa | Ongoing |
Services to global members

Retain global members

Current services to be continued

Conducting interactive meetings with global updates about all GS1 Healthcare activities
Ensuring all documents are online in respective Community Rooms (LT and global members)
Having LT and global members actively contributing to GS1 Healthcare Online summits and Reference books
Facilitating relationships between global members and local GS1 Member Organisations
Running quarterly ‘Meet our MOs’ webinars
Welcoming each new member on social media
Engagement kit (marketing material) to build GS1 Healthcare ambassadors’ community
Finance integration into Dynamics 365
Satisfaction survey to all global members including hospitals
Improve social media usage to welcome new global members and provide GS1 HC social media profiles to current ones

Ongoing
Ongoing
Ongoing
Jan, Apr, Jul, Oct 2022
Ongoing
June 2022
Oct. 2022 (aligned on finance update)
Beg. 2023
WIP
Business development

Doing more with what we have

- Update global member welcome pack
- Engage more with incoming requests of possible GS1 HC members candidates (i.e., rejected people from PP DB and Linked-in group members, people who registered to all GS1 HC events, webinars, etc...):
- Deepen partnership with GS1 MOs to leverage local members to global level (Denmark, Germany, France...)

- June 2022
- Continuing

Expand our network

- Quaterly meetings with Biz dev working group including monthly reports (continuing)
- Identify and engage key contacts of Pharma and MD companies which are missing in our members list (continuing)
- Increase GS1 Healthcare visibility with high level fora and sectoral associations (continuing)
- Leading the development of a GS1 tool kit developed especially for consulting companies
- Creation and leading of “Meet&Greet” session to onboard recent global members and to help convincing possible candidates

- Ongoing
- Ongoing
- Ongoing
- June 2022
- First edition: Feb 2022
## Public Policy activities

<table>
<thead>
<tr>
<th>Global Healthcare Public Policy Community</th>
<th>Global Healthcare Public Policy Tools</th>
<th>Ad-hoc country/topic specific activities</th>
<th>Interactions with regulators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Policy Work Team teleconferences (Global members and MOs)</td>
<td>Overview slide deck summarising the “country adoption” trends</td>
<td>Sub-Work Groups and additional materials as required – eg China PH</td>
<td>Reply to public consultations</td>
</tr>
<tr>
<td>Public Policy coverage at the GS1 HC Global Conferences</td>
<td>Healthcare Public Policy Interactive World Map</td>
<td>Support other Working Group as required</td>
<td>Contribute, as requested, to the revision of drafts - eg guidance, strategy, tender, regulation- to ensure harmonisation and a favourable global environment for GS1 (see previous slides on PP)</td>
</tr>
<tr>
<td>HIG calls (MOs only)</td>
<td>Detailed information and references in GS1 HC Public Policy Database</td>
<td></td>
<td>Participate in EMA advisory boards on IDMP</td>
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<td></td>
<td>Follow-up adverse event reporting work at WHO/EMA</td>
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<td></td>
<td>Updates on a regular basis</td>
<td>Monthly basis As needed</td>
<td>When relevant Daily basis</td>
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<td>According to schedule</td>
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</table>

Develop, manage and maintain the relevant tools, meetings, platforms in order to ensure complete and real-time information of the GS1 Global HC PP Community. Establish and ensure trusted relationship with regulators, and HC stakeholders.
## Interaction with other SDOs and eHealth activities

Interact with other SDO’s to ensure interoperability and relevance/awareness of each other standards

<table>
<thead>
<tr>
<th>Joint Initiative Council</th>
<th>Liaising with other SDOs</th>
<th>eHealth projects</th>
<th>ISO Technical Committee (TC) 215 / WG 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participate in Joint Initiative Council</td>
<td>Maintain / renew memorandums of understanding</td>
<td>Follow / influence UNICOM project</td>
<td>Actively participate in this work group to drive health informatics standardisation to facilitate the creation, interchange and use of health-related data, information, and knowledge to support and enable all aspects of the health system.</td>
</tr>
<tr>
<td>Increase cooperation with other SDOs</td>
<td>Participate in SDO meetings, interface questions with GS1 specialists / MO</td>
<td>Follow / influence WEF project about Health IT</td>
<td>Ongoing</td>
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<td>Ongoing</td>
<td>Ongoing</td>
<td>Leading standards work package</td>
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</tbody>
</table>
## Solution Provider activities

### Educational webinars/podcasts supported by Solution Partners
- 2 educational webinars in coordination with Healthcare providers towards the attention of healthcare stakeholders and MOs
- Call for podcasts in March to set a Q3 & Q4 calendar
- Jan and April 2022
- December 2022

### Solution Providers web pages and Finder tool
- Regular updates of those pages with new videos, case studies, etc
- Finder tool maintenance including MOs SP programmes and SP information: cleaning of categories-improving customer journey
- Continuing
- December 2022

### Sponsorship programme during HC online summits
- Creation of 1 sponsorship programme including online and F2F tiers for the Hybrid event in Paris
- Goal: 6 sponsors per event
- Nov. 2022

### Strengthen awareness
- Promotion of SPWE towards MOs and SP community to increase the group further by 5 MOs and 5 SPs
- Including 3 case studies of Solution partners in the 2022-2023 Reference Book version
- December 2022

### Creation of value towards SP to engage with GS1 standards
- Development of document detailing approx. costs and duration of creation of new packaging lines including serialisation
- December 2022
Communication Strategy

Develop and implement a Global Office communication strategy with thought leadership and insights to key topics to aid MO and global member roll out of our standards.

Visibility & alignment on HC marketing activities
- Develop and align with GS1 MOs the GS1 Healthcare communication plan focused on key themes and topics to be promoted throughout the year.
- Publish & share the online rolling 12 months healthcare marketing and social media calendars.
- March 2022
- March 2022

GS1 Healthcare Reference Book
- Deliver the 2022/2023 edition of GS1 Healthcare Reference Book and roll out communication campaign.
- Online by September 2022

GS1 Standards for healthcare
- Support development and start to execute a plan to communicate about the existing GS1 standards and positions.
- Review, update, and re-launch two position papers.
- June 22
- December 22