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.

Drive the current business
- AIDC standards and tools
- Increase awareness about and drive toward trusted, complete, quality master data
- 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
- Driving global standards implementation in Africa
- Collaborate with development partners
- Strengthen the COVID-19 supply chain

Healthcare Providers
- Collaboration
- Clinical engagement
- Training and tools
- Patient and caregiver ID

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

Ongoing Activities
- Global GS1 Healthcare Events
- Member Organisation Support
- Services to global members
- Business development
- Public Policy activities
- eHealth activities
- Interaction with other SDOs
- Solution Provider activities
- Communication strategy

Our Strategic Measures are:

Total global number of pharma & medical device members reported by GS1 Member Organisations (MOs)

Number of Healthcare GTINs in Global Registry

% of products with GS1 barcodes in each country (surveyed at healthcare providers – hospital, retail pharmacy)

New topics indicated in italics
Drive the current business
AIDC standards and tools

<table>
<thead>
<tr>
<th>Task</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure GS1 AIDC standards, guides and Global Office position and value proposition papers reflect the current needs in healthcare. Update as needed.</td>
<td></td>
</tr>
<tr>
<td>Conduct two MO training sessions during the GS1 Global Forum</td>
<td>March 2021</td>
</tr>
<tr>
<td>Present the Healthcare GTIN allocation rules to the Public Policy work team</td>
<td>March 2021</td>
</tr>
<tr>
<td>With input from the HIG, evaluate current AIDC tools and resources and identify top needs</td>
<td>Q2 / Q3 2021</td>
</tr>
<tr>
<td>Determine what additional tools are needed to improve AIDC implementation</td>
<td>Q3 2021</td>
</tr>
<tr>
<td>Develop and deploy tools as determine by above actions</td>
<td>Q3 / Q4 2021</td>
</tr>
<tr>
<td>Deliver standard for identification of repackaged medicinal products for dispensing purposes</td>
<td>December 2021</td>
</tr>
<tr>
<td>Commence development of guideline for identification of laboratory samples</td>
<td>December 2021</td>
</tr>
<tr>
<td>Deliver updated app – including Digital Link demonstration</td>
<td>March 2021</td>
</tr>
</tbody>
</table>
Increase awareness about and drive toward trusted, complete, quality master data

Improve the quality, accuracy, consistency, completeness and timeliness of master data shared between healthcare stakeholders.

### Improving data quality at the source

1) Published data quality pilot report in collaboration with GS1 US
2) Promote use of the DQ programme to MOs by teaching about the outcomes of the pilot to stimulate further activity
3) Report to GS1 Healthcare Leadership Team regarding progress

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Q1 2021</th>
<th>Q3 2021</th>
<th>Q4 2021</th>
</tr>
</thead>
</table>

### Level below each data exchange

Provide guidance about how to use GDSN to exchange information about the level below each (e.g. use of the Trade Item Unit Descriptor)

<table>
<thead>
<tr>
<th>Year</th>
<th>December 2021</th>
</tr>
</thead>
</table>

### Master data

Agree the end goal for master data in healthcare
Put in place a program to address any immediate master data needs
Work to gain commitment for a Global Data Model project in healthcare

<table>
<thead>
<tr>
<th>Year</th>
<th>June 2021</th>
<th>December 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>December 2021</td>
<td>December 2021</td>
</tr>
</tbody>
</table>
# Roll out of guideline detailing the use of GS1 standards in pharma clinical trials

Enable usage of GS1 standards in the specific supply chain for clinical trials in the pharmaceutical industry

<table>
<thead>
<tr>
<th>Establish and execute implementation work group</th>
<th>Facilitate monthly work group meetings for information sharing about implementation of all standards</th>
<th>Ongoing monthly</th>
</tr>
</thead>
</table>
| Promote clinical trials standards             | Present at 2 external forums
Industry implementers to present at GS1 Healthcare and GS1 events
Publish one case study
Provide training to GS1 MOs
Communicate in line with marketing plan | December 2021
December 2021
September 2021
May 2021
March 2021 |
| IDMP and Clinical Trials                      | Finalise updated IDMP document – including additional changes noted by original authors | March 2021 |
| Ratification of GS1 XML standards / schemas   | Receive pilot feedback to Clinical Trials GS1 XML Schemas
Work with standards and IT to update schemas
Help to guide schemas through GS1 XML ratification process | March 2021
March 2021
April 2021 |
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, incl. Africa (e.g., Egypt, Indonesia, Brazil, Brexit, Australia) |
| Monitor MSWG on Digital Signature and inform the GS1 HC PP WG |
| Promote the use of the Regulatory Roadmap on traceability and develop part 2 |
| ICMRA guidance and WHO policy on interoperability of T&T systems |
| APEC Roadmap on supply chain security |
| Ongoing (see also slide on Africa) |

| 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 – for 2021, focus on leveraging the recommendations on COVID-19 vaccines labelling, development of traceability systems and deepen relationship with key stakeholders |
| Ongoing |

| 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 |
| Ongoing |
# UDI standards and policy – 1

Ensure GS1 is accredited (renewed) as issuing agency/entity of UDI in the relevant jurisdictions and is complying with the related obligations. Educate regulators, MOs and industry on the accurate use of the GS1 standards to implement UDI across the world.

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

## 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

**Status:** Ongoing, daily basis

**End:** 2021 (mid-term report Aug. 2021)

## Other UDI systems

- Support the IMDRF work on UDI
- Support AHWP UDI activities as Liaison Member
- Support dev. in Australia, Brazil, China, Egypt, Saudi Arabia, South Korea and monitor dev. in other countries

**Status:** Upon request

## GS1 UDI Policy

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

**Status:** Ongoing

**Session during the Global Forum and at Regional Forums upon request**

**Ongoing and monthly basis**

**Ongoing and updated on a regular basis**
Ensure GS1 is accredited (renewed) as issuing agency/entity of UDI in the relevant jurisdictions and is complying with the related obligations. Educate regulators, MOs and industry on the accurate use of the GS1 standards to implement UDI across the word. Share good practices and expertise demonstrating the need for global harmonisation of UDI requirements.

| 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 – potential 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  
| Ongoing  
| As needed - Ongoing  
| Upon request  
| Ongoing |

| UDI in the EU - EUDAMED | Publish EUDAMED / GDSN mapping guide | Q1 2021 |

| UDI and Gen Specs | Working group on barcode size specifications and DataMatrix acceptance | Q2 2021 |
# Driving global standards awareness & implementation in Africa

Drive global standards awareness and implementation in Africa by strengthening knowledge in key countries and encouraging collaboration.

## Support countries implementing GS1 standards
- Organise monthly Africa HIG calls
- Provide support via mail, platform for Africa, calls and others to countries GS1 implementation activities including by organizing webinars and sharing content

<table>
<thead>
<tr>
<th>Action</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organise monthly Africa HIG calls</td>
<td>Monthly</td>
</tr>
<tr>
<td>Provide support via mail, platform for Africa, calls and others to countries GS1 implementation activities including by organizing webinars and sharing content</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

## Develop reference material to raise awareness about the standards
- Develop flag slides showing progress in Africa
- Develop Africa newsletter
- Develop customised training (eLearn) with content specific for Africa stakeholders including government and donor organizations working in the space
- Develop marketing materials about the standards specific to the regions challenges and opportunities

<table>
<thead>
<tr>
<th>Action</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop flag slides showing progress in Africa</td>
<td>Monthly</td>
</tr>
<tr>
<td>Develop Africa newsletter</td>
<td>Quarterly starting January 2021</td>
</tr>
<tr>
<td>Develop customised training (eLearn) with content specific for Africa stakeholders including government and donor organizations working in the space</td>
<td>May 2021</td>
</tr>
<tr>
<td>Develop marketing materials about the standards specific to the regions challenges and opportunities</td>
<td>June 2021 (depending on availability of the Marketing team)</td>
</tr>
</tbody>
</table>

## Engage solution providers in Africa
- Map out and identify 2-3 solution providers active in countries where there are active GS1 conversations in Africa
- Develop value propositions for solution providers (e.g., for master data)
- Identify training needs for 2-3 solution providers with whom capacity will be built on GS1 standards

<table>
<thead>
<tr>
<th>Action</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Map out and identify 2-3 solution providers active in countries where there are active GS1 conversations in Africa</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Develop value propositions for solution providers (e.g., for master data)</td>
<td>May 2021</td>
</tr>
<tr>
<td>Identify training needs for 2-3 solution providers with whom capacity will be built on GS1 standards</td>
<td>November 2021</td>
</tr>
</tbody>
</table>
Collaborate with development partners to raise awareness & use of the standards

<table>
<thead>
<tr>
<th>Support development partners and financing organisations in the drive for awareness and implementation of GS1 standards in LMIC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UNICEF / Gavi /DCVMN (Vaccines)</strong></td>
</tr>
<tr>
<td>Continuous cooperation with UNICEF, GAVI and DCVMN about implementation of GS1 standards specifically as it relates to COVID vaccines</td>
</tr>
<tr>
<td>Help MOs resource DCVMN training sessions</td>
</tr>
<tr>
<td>Ongoing</td>
</tr>
<tr>
<td>Ongoing (online meetings)</td>
</tr>
<tr>
<td><strong>World Bank Advisory Group</strong></td>
</tr>
<tr>
<td>Participate in Private Sector Advisory Council meetings to build traceability capabilities in developing countries</td>
</tr>
<tr>
<td>Quarterly</td>
</tr>
<tr>
<td><strong>USAID / Global Fund</strong></td>
</tr>
<tr>
<td>Collaborate in existing initiatives led by these organisations in raising awareness about the standards and supporting country implementations</td>
</tr>
<tr>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Other organisations</strong></td>
</tr>
<tr>
<td>Identify, engage and build awareness of the standards with new development partners or collaborators – focus in 2021 will be on UNDP</td>
</tr>
<tr>
<td>Deliver GS1 standards training to UNDP</td>
</tr>
<tr>
<td>Ongoing</td>
</tr>
<tr>
<td>February 2021</td>
</tr>
</tbody>
</table>
# Strengthen the COVID-19 supply chain

## White-paper with thought leadership

To help healthcare stakeholders understand the global issue and the local challenges faced by each stakeholder during the COVID-19 pandemic, the capabilities they developed, the need for cooperation and collaboration, and the role of GS1 standards to enable this collaboration with a focus on COVID-19 vaccines.

1. White-paper promoted by mid-January ‘21
2. Ongoing sharing with MOs
3. Ongoing Support for MO local discussions

## 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 2021.

Elements will include:
- An event to showcase the whitepaper and so the role of GS1 standards
- A 'powerful' video with interviews of senior clinicians sharing their experience on the front line during the COVID-19 crisis

1. Execute communication strategy - Q1 2021
2. ‘Powerful video’ - January 21
3. GS1 Healthcare Executive Dialogue – January 21

## 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.

As opportunities arise

---

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

Note: May be updated based on review by Director Healthcare Engagement (post-February 2021)
# 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>Collaboration</th>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Joint Commission International</strong></td>
<td>Establish working relationship – first meeting</td>
<td>December 2021</td>
</tr>
<tr>
<td><strong>International Hospital Federation (IHF)</strong></td>
<td>Build relationship with new CEO</td>
<td>Continuous</td>
</tr>
<tr>
<td></td>
<td>Engage in at least one project with IHF to promote GS1 standards</td>
<td>December 2021</td>
</tr>
<tr>
<td></td>
<td>Partner in IHF Conference in 2021</td>
<td>November 2021</td>
</tr>
<tr>
<td><strong>ISQua</strong></td>
<td>Share content of HC-provider webinars with ISQua</td>
<td>Continuous</td>
</tr>
<tr>
<td></td>
<td>Submit abstract together with HC-provider for the ISQua Conference 2022</td>
<td>December 2021</td>
</tr>
<tr>
<td></td>
<td>Produce one white paper together with ISQua</td>
<td>May 2021</td>
</tr>
<tr>
<td></td>
<td>Establish relationship with the new CEO</td>
<td>December 2021</td>
</tr>
<tr>
<td><strong>Primary pack ID</strong></td>
<td>Educate industry and MOs about the identification and marking of the product hierarchy for both device and pharma products</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td>Identify key organisations and healthcare providers with policy on or implementing bedside scanning</td>
<td>September 2021</td>
</tr>
<tr>
<td></td>
<td>Addition to the HP database of &gt;60% identified best practice bedside scanning initiatives using GS1 standards</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Set up a multi-stakeholder project group to create 1) a Good Practice document and 2) a common strategy towards implementation of this document</td>
<td>Q3 invitations/Q4 first meeting</td>
</tr>
</tbody>
</table>
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>
<th>Medical directors working at manufacturers</th>
<th>Education about GS1 standards application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilitate at least six meetings</td>
<td>Will be re-engaged post COVID</td>
<td>Commence work on a coordinated program for education for clinicians about GS1 standards</td>
</tr>
<tr>
<td>Participation at global GS1 HC conferences (physical or virtual)</td>
<td>Value proposition for work with medical directors from manufacturers</td>
<td></td>
</tr>
<tr>
<td>Develop the CAC-strategy for the post-covid time</td>
<td>Meet with CAC and pilot group on the topic VBHC (and GS1)</td>
<td></td>
</tr>
<tr>
<td>If Covid-circumstances allows: Meeting with medical directors from industry</td>
<td>Define and decide on further steps</td>
<td></td>
</tr>
<tr>
<td>December 2021</td>
<td>August 2021</td>
<td>December 2021</td>
</tr>
<tr>
<td>April 2021</td>
<td>Before the end of 2021</td>
<td></td>
</tr>
<tr>
<td>August 2021</td>
<td>Before the end of 2021</td>
<td></td>
</tr>
<tr>
<td>December 2021</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Global Language of Business
# 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.

| **Healthcare Provider webinars** | Showcase examples of GS1 implementation in the Healthcare Provider environment: six in 2020.  
Share the content with ISQua and WCEA. | End of the year: six webinars completed –  
End of the year: six completed |
|-------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------|
| **Healthcare provider database** | Share Statistical & analysis function of the database annually  
Recorded Zoom meeting to educate about HCP database | July 2021  
2nd half of 2021 |
| **Measuring and monitoring** | Further develop the monitoring set (validated set of measurements for hospital/healthcare provider implementations) into a monitoring tool  
Used by 2 MOs to find hospitals willing to implement | Both: End of 2021 (preferably earlier) |
| **Understanding GS1 in connection to VBHC** | Develop an educational paper about the role of GS1 in value based healthcare  
Interactive webinar for GS1 MO’s | Both: August 2021 |
| **Healthcare provider training** | Workshop on HC-providers and Solution Providers at Global Forum  
As requested, at Regional Forum  
Initiate and complete a second e-learning module | March 2021  
Q3 2021  
December 2021 |
Patient and Caregiver ID

Drive implementation of GS1 standards for patient and caregiver ID

**Respond to questions**
- Reactively respond to questions from MOs and industry about this topic
- Ongoing

**ISO 18530 (patient identification, etc.)**
- Increase awareness / educate MOs via a webinar
- June 2021
Leverage new technologies
Enable patients and healthcare professionals to scan a single GS1 barcode on a medical product or pack to access a wealth of digital information about the product.

### Validated systems compliance
- Validated systems compliance assessment of the GS1 Registries Platform (GRP), including the Digital Link resolver
- Present the GRP validation compliance action plan based on assessment to the HLT
- Implement GRP compliance action plan (may require GO LT approval of funding and resources)

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2021</td>
<td>Q2 2021</td>
</tr>
<tr>
<td></td>
<td>Q4 2021</td>
</tr>
</tbody>
</table>

### QR Code situation statement
- Strengthen the GS1 Healthcare ONE barcode position and provide guidance about how to handle QR code in that context.
- Promote use of the Healthcare Barcode Scanner to demonstrate DigitalLink and train MOs as well as and present this app at public policy work group
- 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)

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2021</td>
<td>Q2 – Q4 2021</td>
</tr>
<tr>
<td></td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
Monitoring digital disruptors

Monitor developments which could impact GS1 Healthcare strategy and work in cooperation with Innovation department and HC LT

**Relationships with innovators**

Based on identified trends that impact GS1 in healthcare engage with innovative organisations

Ongoing; based on assessment of GS1 Healthcare Leadership Team

**Relationship with PharmaLedger**

Build relationship with PharmaLedger to participate in their work to ensure that GS1 standards are represented

Ongoing; based on assessment of GS1 Healthcare Leadership Team
Ongoing Activities
## Global GS1 Healthcare Events

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

<table>
<thead>
<tr>
<th>Online Summit - 2</th>
<th>分享的最新新闻，包括行业和监管的最新动态、可追溯性和电子产品目录的开发。了解现有供应链数据标准。听取医院和药房中最佳实践GS1标准实施的介绍，以提高患者安全。与其他来自世界各地的其他利益相关者通过这个独特、中立和全球的平台进行网络。</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Summit - 3</strong></td>
<td>分享的最新新闻，包括行业和监管的最新动态、可追溯性和电子产品目录的开发。了解现有供应链数据标准。听取医院和药房中最佳实践GS1标准实施的介绍，以提高患者安全。与其他来自世界各地的其他利益相关者通过这个独特、中立和全球的平台进行网络。</td>
</tr>
<tr>
<td><strong>Events - 2022</strong></td>
<td>商定2022年活动计划 – 格式、地点、频率等。</td>
</tr>
</tbody>
</table>

- **Online Summit - 2**
  -分享的最新新闻，包括行业和监管的最新动态、可追溯性和电子产品目录的开发。
  -了解现有供应链数据标准。
  -听取医院和药房中最佳实践GS1标准实施的介绍，以提高患者安全。
  -与其他来自世界各地的其他利益相关者通过这个独特、中立和全球的平台进行网络。
  -日期：2020年4月20-22日

- **Online Summit - 3**
  -分享的最新新闻，包括行业和监管的最新动态、可追溯性和电子产品目录的开发。
  -了解现有供应链数据标准。
  -听取医院和药房中最佳实践GS1标准实施的介绍，以提高患者安全。
  -与其他来自世界各地的其他利益相关者通过这个独特、中立和全球的平台进行网络。
  -日期：2021年6月

- **Events - 2022**
  -商定2022年活动计划 – 格式、地点、频率等。
# 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

## General Healthcare E-learning
- Continue professionalisation of support material for GS1 Member Organisations and members
- Updated AIDC slides
- GS1 in Healthcare eLearning
- Development of a training catalogue
- February 2021
- March 2021
## Services to 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 to actively contribute to GS1 Healthcare Online summits and Reference books
- Facilitating relationships between global members and local GS1 Member Organisations
- Annual global member newsletter
- Run quarterly ‘Meet our MOs’ webinars

### New tools to increase the value of Global membership
- Welcoming each new member on social media
- Engagement kit (marketing material) to build GS1 Healthcare ambassadors' community
- Reinforce HRM programme thanks to a daily usage of Dynamics 365 (tracking of updated information and relevant communications)
- Creation of a bi-annual satisfaction survey

### Retain global members

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2021</td>
<td>Jan, Apr, Jul, Oct 2021</td>
</tr>
<tr>
<td>April and Oct. 2021</td>
<td>(aligned on finance update)</td>
</tr>
</tbody>
</table>
Business development

Increasing global members

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):
- Define and action proper process to onboard them (possibility of process duplication to other HRM in the future)
- Creation of an extra leads list for marketing campaigns
Deepen partnership with GS1 MOs to leverage local members to global level (China, India, Denmark, Germany, etc...)
Review membership fees grid and categories to include additional services

Expand our network

Monthly meetings with Biz dev working group (continuing)
Identify and engage key contacts of Pharma and MD companies which are missing in our members list (continuing)
Engage with consulting companies
- Paying webinar for EU companies
- Engage with international community: 1 introduction meeting
Increase GS1 HC visibility with high level fora and sectoral associations (BioPhorum, FTF, PSI, ASPA, etc...)
Leveraging current COVID-19 efforts (i.e., Deloitte paper) to engage with new areas (dental, logistic providers, etc...)

Ongoing
Ongoing
Ongoing
Ongoing
Not started – by EOY

Ongoing
Ongoing
By June 2021
By EOY
By EOY
Global Healthcare 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, Saudi MD</td>
<td>Specific activities related to COVID-19 supply chain</td>
</tr>
<tr>
<td>Public Policy coverage at the GS1 HC Global Conferences (PP sessions on hold until back to physical events)</td>
<td>Healthcare Public Policy Interactive World Map</td>
<td>Support other Working Group as required</td>
<td>Reply to public consultations</td>
</tr>
<tr>
<td>Yammer group and HIG calls (MOs only)</td>
<td>Detailed information and references in GS1 HC Public Policy Database</td>
<td></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></td>
<td></td>
<td></td>
<td>Participate in EMA advisory boards on IDMP</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Follow-up adverse event reporting work at WHO/EMA</td>
</tr>
</tbody>
</table>
| | | | | Ongoing
| | | | Every two weeks during the GS1 HC Conference
| | | | Ongoing and as needed
| | | | Ongoing, on a daily basis
| | | | Ongoing according to schedule
| | | | Ongoing
| | | | Improvements and updates on a regular basis
| | | | Ongoing when relevant
| | | | Ongoing

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.

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eHealth Activities

Ensure involvement of GS1 in eHealth activities

- eHealth projects
  - Follow / influence UNICOM project
  - Follow / influence WEF project about Health IT

- Leading standards work package
  - On-going
# Interaction with other SDOs

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

<table>
<thead>
<tr>
<th>Joint Initiative Council</th>
<th>ISO standards</th>
<th>Liaising with other SDO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair Joint Initiative Council</td>
<td>Develop standard for bio-samples via the ISO process in collaboration with other SDOs</td>
<td>Maintain / renew memorandums of understanding</td>
</tr>
<tr>
<td>Implement 2020 – 2022 work program</td>
<td></td>
<td>Participate in SDO meetings, interface questions with GS1 specialists / MO</td>
</tr>
<tr>
<td>Increase cooperation with other SDOs</td>
<td></td>
<td>Guideline about “Identification of deliveries of biologicals” approved in GSMP</td>
</tr>
<tr>
<td>Ongoing</td>
<td>Ongoing</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Ongoing</td>
<td>Ongoing</td>
<td>Q2 2021</td>
</tr>
</tbody>
</table>
## Solution Provider activities

Accelerate the global transformation of the healthcare industry by working to ensure that GS1 standards are included in solutions used by healthcare providers and manufacturers.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Details</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expert webinars from Solution Partners</strong></td>
<td>4 experts webinars to the attention of healthcare stakeholders and MOs (starting combination within solution partners and joint-sessions with healthcare providers)</td>
<td>Feb, May, August, November 2021</td>
</tr>
<tr>
<td><strong>Solution Providers web pages and Finder tool</strong></td>
<td>Regular updates of those pages with new videos, quotes and case studies. Finder tool maintenance including MOs SP programmes and SP information: 10 new entries</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Sponsorship programme during HC online summits</strong></td>
<td>Creation of 2 sponsorship programmes for 2 online summits. Goal: 6 sponsors per event</td>
<td>April and Nov. 2021</td>
</tr>
<tr>
<td><strong>Strengthen awareness</strong></td>
<td>Promotion of SPWE towards MOs and SP community to increase the group further by 5 MOs and 5 SPs</td>
<td>By EOY</td>
</tr>
<tr>
<td><strong>Creation of value towards SP to engage with GS1 standards</strong></td>
<td>Development of customised value propositions per SP category (UDI, Pharma, Clinical systems, Africa (see slide 10) and Consulting)</td>
<td>By EOY</td>
</tr>
<tr>
<td></td>
<td>Development of document detailing approx. costs and duration of packaging lines including serialisation</td>
<td></td>
</tr>
</tbody>
</table>
Significantly increase & drive awareness for GS1 standards in hospitals by demonstrating and quantifying the benefits of using GS1 standards

Imagine 2.0

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 personae, the customer journeys and touchpoints, the messages and a new communication matrix
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

Communication strategy & plan delivered & approved by GO LT & HCLT by November ’20
Feb-Apr ’21 Analysis & report out
Feb-Apr ’21 Analysis & report out
Mar-Jun’21 – Development
Sept-Dec ’21 – roll out with focus group
Jan’22 – Deploy globally
## Communication Strategy (2/2)

### 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
- February 2021
- February 2021

### GS1 Healthcare Reference Book
- Deliver the 2021/2022 edition of GS1 Healthcare Reference Book and roll out communication campaign
- By July 2021

### GS1 Standards through Virtual Reality
- Promote the benefits of using GS1 standards in hospitals through virtual reality – We will aim to develop one new scenario (operating room) and support deployment across MOs
- Jan '21: Deploy point-of-care app with 3 MOs
- June '21: Deploy with 6 MOs and develop 1 new environment

### GS1 Standards for healthcare
- Develop and start to execute a plan to communicate about the existing GS1 standards and positions
- Review, update, and re-launch two position papers
- Provide visibility to GS1 standards in a pandemic by creating a GS1 library with relevant articles and MO activities
- June 21
- December 21
- June 21: New library available on the Trust section on MO zone