



Business Case

GS1 Healthcare User Group (HUG)



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Business Case - Overview

Objective: The Case for Global Standards: Creating the Business Case for Global Data Standards in the Healthcare Supply and Regulatory Chain

Global Target Audience: Healthcare Manufacturers, Wholesalers, Hospitals, Pharmacies, Regulatory Agencies, Trade Groups

Mission: Lead the healthcare industry to the effective utilization and development of global standards with the primary focus on automatic identification to improve patient safety

Implementation: Partnering with outside help, research and detail findings around the key areas as shown in the next few slides. Adjust the content as research findings demand.



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Document Section Overview:

1. Seizing the Opportunity
2. Value Proposition of Global Standards: What Will You Gain?
3. Mapping the Process Benefits
4. Global Standards in Healthcare will result in these Benefits
5. Implementation of Global Standards: How to Get There From Here
6. Why Going Global Is the Right Approach
7. Taking the Next Steps Toward Global Standards



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Document Specifics:

1. Seizing the Opportunity

- Building the Case for Global Data Standards
- Timing of this Healthcare User Group and synergies
- How GS1 can fit this model

2. Value Proposition of Global Data Standards: What Will You Gain?

- **Regulatory Agencies**
 - One method for Regulatory agencies to access data about the products whether it is description or lot numbers
 - Global regulatory agencies could customize their requirements within the system, not on the package.
- **Healthcare Providers (Hospitals, Point of Care)**
 - Verifies that product as scanned is the correct product and gives detailed lot information if required



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Document Specifics:

2. Value Proposition of Global Data Standards: What Will You Gain? (Continued)

- **Manufacturer**
 - One way of marking packages, with a data format that would allow Global packages for machine-readable codes
 - Insure all groups are synchronized: Pharma, Medical Device, and Consumer OTC
- **Distributor**
 - Allow easier track & trace, anti-counterfeiting, pedigree, billing, and lot control
- **Retailer Pharmacies**
 - Be able to verify the pedigree, anti-counterfeiting, and lot trace



Document Specifics:

2. Value Proposition of Global Data Standards: What Will You Gain? (Continued)

- **Reimbursement (Insurance, Government Programs)**
 - Data to provide reimbursements would be accessible within database and not be limited to the constraints of what is on the package.
 - More accurate data transmission and puts one piece of electronic records in place.
- **IT providers**
 - Consistent standards to allow applications to be written generically and globally.
 - Long term cost reduction for IT industry and customers.
- **Trade Groups**
 - Access to industry and standards bodies to help align technologies globally



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Document Specifics:

3. Mapping the Process Benefits

- More accurate item creation and maintenance
- Anti-Counterfeiting for all interested parties
- Order management – Track & Trace
- Product Diversion
- Regulatory compliance
- Corporate IT and reporting
- Healthcare Provider data availability
- Benefits to the Consumer – 5 Rights (Patient, Drug, Dose, Route, Time)
- Reimbursement
- Reduction of Medical Errors



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Document Specifics:

4. Global Data Standards in Healthcare will result in:

- Improved in-stocks
- Accurate item information
- Lower cost-to-serve
- Flow-through logistics
- Fewer returned and expired products
- Global sourcing
- Lower invoice disputes
- Easier Anti-counterfeit identification
- Track & Trace
- Faster reimbursement



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Document Specifics:

5. Implementation of Global Data Standards: How to Get There From Here

- Implementation Steps:
 - Linkage with all GS1
 - EPC alignment
 - Description of Machine Readable codes and redundancy
 - Data Format agreement
 - Healthcare feedback
 - Global Regulatory feedback
 - Trade Organization alignment
- Case Studies



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Document Specifics:

6. Why Going Global Is the Right Approach

- Cross-border trading
- Multiregional coverage of manufacturers and retailers
- Increased collaboration of Manufacturers, Retailers, Healthcare Providers, Regulatory Agencies, Trade Organizations
- E-business developments

7. Taking the Next Steps Toward Global Standards – HUG Teams:

- Communication and Coordination Work Team – Rich Hollander, Pfizer
- Membership – Volker Zeinar, B. Braun
- Regulatory Affairs – Jackie Elkin, Medtronic
- Standards Development – Peter Tomicki, Baxter
- Standards Implementation – Tom Werthwine, J&J
- Business Case – Ed Dzwil, J&J (This document)



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Next Steps:

- Listen to comments and input during these 3 days
- Adjust Business Case as required
- Determine Partner for Business Case Development
- Begin Research
- Delivery of Business Case – 2006
- Questions?



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