



Communication Strategy – To Date

- ✓ With charter members, ensure mission, vision etc are approved by member companies
- ✓ Develop a press release announcing the formation of the HUG describing mission, vision and initial focus areas
 - ✓ Distribute to:
 - ✓ HUG Members
 - ✓ Encourage distribution to press through their channels with their individual company comments.
 - ✓ GS1 Members via GS1 Affiliates
 - ✓ Major health regulatory authorities
 - ✓ Trade organizations (manufacturer, wholesaler, pharmacy, hospital)
 - ✓ Post to GS1 HUG Web Site
 - Let's Take a Quick Tour

« *GS1, a new name, a global vision together* »





GS1 Healthcare Communication Strategy – Next Steps

- Develop electronic newsletter to:
 - Raise awareness of HUG activities
 - Emerging Standards, Practices and Positions
 - Sub-team Progress
- Solicit members as needed
- Solicit sub-group members as needed
- GS1 will maintain a distribution list for newsletter
- GS1 will distribute as appropriate

