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 »
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