



Healthcare

Status report work team 'membership / build community'

Volker Zeinar, B. Braun Group

GS1 Healthcare User Group (HUG)

- team leader, objectives + scope
- supply chain stakeholders
- Member's profiles
- development of membership
- next steps
- conclusion

team leader

- Vaughan Hennum (Smiths Medical, US) – Global Applications Manager
- Volker Zeinar (freelancer at B. Braun, Germany) – Coord. Auto-ID Affairs

objective

“organize enlargement to progressively include other healthcare supply chain stakeholders”

- kick-off started with manufacturers
- result of working groups during kick-off

scope

“identify and prioritise groups of supply chain stakeholders”

- which groups ?
- what could they contribute ?
- when is the right time ?

GS 1 : organization + support

balance : US / EU / AP

**manufact.
(re-packer)**

- pharmac.
- med. dev.

1

**regulatory/
legal
bodies**

2

users

- hospitals,
- pharmacies,
- distributors,
- wholesaler, ...

perhaps represented
by associations

3

info netw.

- GPO's
- national
purch. org.,
- similar
initiatives

4

**auto ID /
IT experts**

e. g. SAP, AIM, ...

5

development
realization

requirements
verification
promotion

requirements
application

strategy
distribution +
promotion

support

prerequisites

- global position
- agreement of their management for engagement
- business process orientated experts
- familiar with GS1 Standards (at least have an overview)

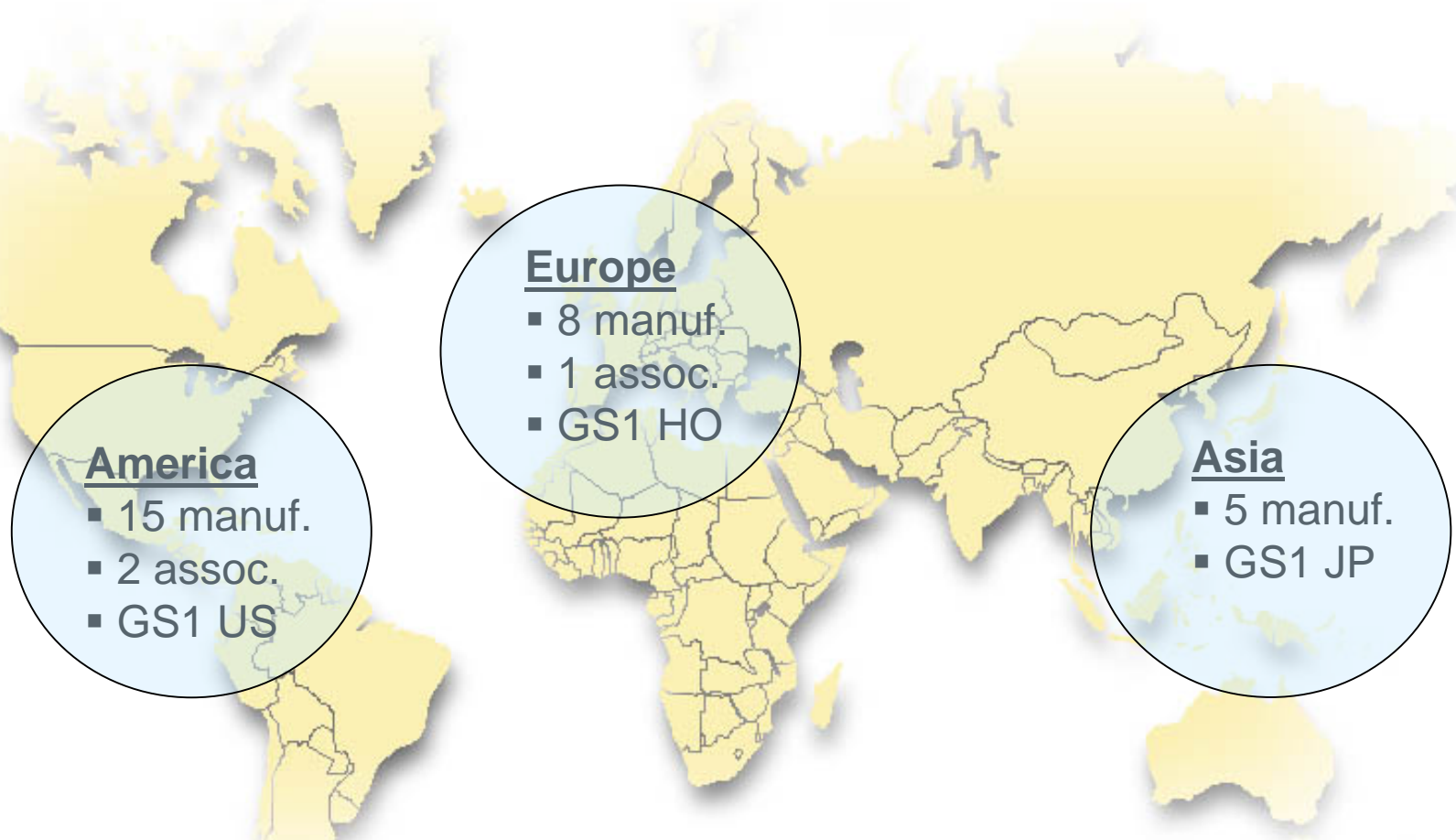
expectations

- represent strategy, opinion and experience of their company
 - product-ID + e-commerce in supply chain
- promotion of developed global standards throughout their organisation
- active involvement and participation



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development of membership



May 2005
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promotion
press release, direct contacts,
web publications, ...



Sept. 2005
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GS1 HUG



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development of membership

GS1 Head Office / U.S. / Japan

America

- 3M
- Baxter
- BD
- Boston Scientific
- Cephalon
- Cook
- Hospira
- Johnson & Johnson
- Medtronic
- Merck & Co.
- NACDS (assoc.)
- Pall Medical
- Pfizer
- Procter & Gamble
- Tyco
- Premier (GPO)
- Wyeth

Europe

- Astra Zeneca
- Boehringer Ingelheim
- B. Braun
- GlaxoSmithKline
- Merck Germany
- Novartis
- Pharmachemie
- Pharmdata
- Smiths Medical

Asia Pacific

- Eisai
- Fujisawa
- Olympus Medical
- Takeda
- Terumo

corporate head quarter

black = kick-off participants read = new members

❑ motivation of further global manufact. / re-packer

- identification of missing global players
- at least imbedding into the info workflow

❑ involve potential users of healthcare products

- learn : what they really want (which processes, products concerned, ...)
- sensitize to the prerequisites for the application of auto-id
- big difference 'talking/discussing/requiring and realization/doing'
- partner for pilot projects (critical point from my experience)
- invite as speakers at the next HUG meeting

❑ keep close contact to regulatory bodies

- do plans already exist ?
- minimum requests ?
- global harmonization : **fairytale** or **possible reality** ?

expansion step-by-step / establish information network

- ❑ **move things forward only at a broad approval of the different market participants**
 - key success factor 'collective action'

- ❑ **all HUG members should contribute their part in this sense and interact to each other openly**
 - information sharing

- ❑ **realization of strategy must be possible with adequate effort (all supply chain stakeholders)**
 - critical mass
 - standardization means 'investment protection'

- ❑ **'as much as necessary - as little as possible'**

competence existing ! - good will also !?



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Thank you for your attention !