Status report work team ‘membership / build community’

Volker Zeinar, B. Braun Group
content

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

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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?
supply chain stakeholders

GS 1: organization + support

balance: US / EU / AP

1. manufact. (re-packer)
   - pharmac.
   - med. dev.

2. regulatory/legal bodies

3. users
   - hospitals,
   - pharmacies,
   - distributors,
   - wholesaler, …
   perhaps represented by associations

4. info netw.
   - GPO’s
   - national purch. org.,
   - similar initiatives

5. auto ID / IT experts
   e. g. SAP, AIM, …

1. development realization
2. requirements verification promotion
3. requirements application
4. strategy distribution + promotion
5. support

GS1 HUG
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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
development of membership

America
- 15 manuf.
- 2 assoc.
- GS1 US

Europe
- 8 manuf.
- 1 assoc.
- GS1 HO

Asia
- 5 manuf.
- GS1 JP

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promotion
press release, direct contacts, web publications, …

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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

*black = kick-off participants  read = new members*
next steps

- **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: *fairy tale* 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!