



# GS1 Healthcare Conference

**16-18 June 2009**  
**L'Enfant Plaza Hotel**  
**Washington D.C., U.S.A**



## Table of Contents

Acknowledgements .....	1
Welcome .....	2
Conference Agenda .....	3
General Information .....	9
Networking Event .....	11
Keynote Speakers.....	13
Plenary Speakers.....	15
GS1 Healthcare Work Teams .....	25
List of Participants.....	26

## Acknowledgements

This conference is co-hosted with:



GS1 Healthcare and GS1 US would like to thank the FDA for their support in organising this global conference.

In addition, we would like to thank all speakers for sharing their insights in automatic identification, traceability or data management in the healthcare supply chain.

## Welcome

### “Raising the bar on patient safety and efficiency”

Dear Participant,

Welcome to the Global GS1 Healthcare Conference in Washington, D.C. We are lucky to hold our 14<sup>th</sup> global conference here: it is not only a beautiful city, but is also the place where important developments are happening. The GS1 community is getting ready to meet those challenges in an effective way.

*Standards in the works!* After more than 4 years of work in the global healthcare user group with more than 500 work team members, more than 10,000 contact hours (conference calls and physical meetings), and countless hours of vetting, offline discussions, and brainstorming, we have reached an important milestone. Several standards have already been ratified, more will be ratified soon.

*Make standards work!* The time has come to start implementing those standards across the healthcare supply chain. It will be a journey to get there, but the patient safety and efficiency benefits are and will be substantial for everyone. GS1 Member Organisations are ready to support local healthcare communities around the world to implement GS1 Standards in healthcare. GS1 Member Organisations, together with the global user group, will also continue to provide input to and work with (inter-)governmental bodies.

During this global conference, you will hear from experts from around the world on AIDC, UDI, SNI, GTIN, GLN, GDSN, GTSH, EDI, EHR, and more acronyms. Speakers include representatives from the US FDA, the European Commission & GHTF, Eucomed, NHS, the Office of National Coordinator for Health Information Technology, and many others. If you want to learn more about our standards development activities, join our break-out sessions.

Special thanks goes to the FDA, GS1 US and GS1 Healthcare US for their support in organising this conference.

Thank you for participating! We hope you will have an interesting, challenging and educational few days.

Best regards,



Ulrike Kreysa  
Director, Healthcare  
GS1 Global Office

## Conference Agenda

<b>Tuesday, 16 June 2009</b>	
8:00 am	Opening registration
8:30 am – 9:30 am	PRIMER SESSION FOR NEWCOMERS <span style="float: right;">Ballroom C &amp; D</span>
8:30 am – 9:30 am	<b>The World of GS1 Standards: An Introduction</b>
9:30 am – 9:45 am	Coffee Break
9:45 am – 1:00 pm	PLENARY SESSION <span style="float: right;">Ballroom C &amp; D</span>
9:45 am – 10:05 am	<b>OPENING KEYNOTE</b> Dr. Daniel Schultz, Director, Center for Device and Radiological Health, FDA
10:05 am – 10:25 am	<b>Welcome</b> Chris Adcock, GS1 Global Office Dennis Harrison, GS1 US
10:25 am – 10:50 am	<b>Securing the Pharma Supply Chain: FDA's Vision</b> Ilisa Bernstein, Director of Pharmacy Affairs, FDA
10:50 am – 11:15 am	<b>PhRMA's Principles to Secure Pharmaceutical Supply Chain</b> Dr. Alan Goldhammer, Vice-President of Scientific and Regulatory Affairs, Pharmaceutical Research and Manufacturers of America
11:15 am – 11:45 am	Coffee Break
11:45 am – 12:10 pm	<b>Canada Vaccine Project: Cost Benefit Analysis &amp; Conclusions on Barcode Requirements</b> Rob Van Exan, Vice-chair, Vaccine Industry Committee (VIC) and Director of Immunization Policy, Sanofi Pasteur
12:10 pm - 12:35 pm	<b>Patient Central: Development of a Patient Focused Quality Oversight Program</b> John Helfrick, President, International Society for Quality in Health Care (ISQua USA) and Consultant, Joint Commission International
12:35 pm – 1:00 pm	<b>Unambiguous, Standardized and Harmonized Unique Device Identification (UDI)</b> Jay Crowley, Senior Advisor for Patient Safety, FDA
1:00 pm – 2:00 pm	Lunch

2:00 pm – 4:00 pm	PLENARY SESSION	Ballroom C & D
2:00 pm – 2:25 pm	<b>Global Harmonization Task Force (GHTF): Encouraging Convergence in Regulatory Practices</b> Rodolphe Muñoz, DG Enterprise & Industry, European Commission and member of the GHTF Ad Hoc Working Group	
2:25 pm – 2:50 pm	<b>The Medical Device Industry is Ready to Get to Work on UDI</b> Jeff Secunda, Vice President, Technology & Regulatory Affairs , AdvaMed	
2:50 pm – 3:30 pm	<b>Manufacturers &amp; Distributors Panel Discussion Healthcare Supply Chain: Future Outlook</b> Traceability, Pedigree, Serialisation, UDI, Harmonized Product Identification, Electronic Product Catalogues, And Beyond	
3:30pm – 4:00 pm	<b>KEYNOTE - Why it is Important for the Healthcare Supply Chain to Collaborate based on Global Standards</b> Dr. Meinrad Lugan, Member of the Management Board of B.Braun Melsungen AG and Member of the Board of Eucomed	
4:00 pm – 4:30 pm	Coffee Break	
4:30 pm – 6:00 pm	BREAKOUT SESSIONS (Parallel Sessions)	
4:30 pm – 6:00 pm	<b>AIDC Application Standards Work Stream – Information Session</b>	Quorum Room
4:30 pm – 6:00 pm	<b>Global Data Synchronisation &amp; Product Classification - Work Team Session</b>	Caucus Room
4:30 pm – 6:00 pm	<b>GS1 Healthcare Public Policy - Work Team Session</b> (open to members of the global Healthcare user group)	Renoir Room

**Wednesday, 17 June 2009**

8:30 am – 12:30 pm	<b>PLENARY SESSION</b> <b>“GS1 Standards at Work in U.S. Healthcare”</b>	Ballroom C & D
8:30 am – 8:50 am	<b>Introduction - Standardization...Stat! Industry Video</b> Dennis Harrison, President, GS1 Healthcare US	
8:50 am – 9:05 am	<b>GTIN Implementation: Meeting 2012 GTIN Sunrise</b> Ed Dzwil, Manager of Package Technology, GPSG, J&J	
9:05 am – 9:20 am	<b>GLN in Transactions, Mayo Clinic and Cardinal Health</b> Joe Dudas, Director of Informatics, Mayo Clinic	
9:20 am – 9:35 am	<b>The GPO Prospective on Standards: Update to GS1</b> Dennis Byer, Senior Director Industry Standards, Novation	
9:35 am – 9:50 am	<b>DoD Roadmap to Data Standards</b> Kathleen Garvin, Program Manager, DoD Data Synchronization, Program Manager, DMLSS-DLA, U.S. Department of Defense	
9:50 am – 10:05 am	<b>Preparation for Loading and Publishing Data in GDSN, an Operations Prospective</b> Roy Ludvigsen, Associate Director, Supply Chain, Kimberly-Clark Corp.	
10:05 am - 10:40 am	Coffee Break	
10:40 am – 10:55 am	<b>Barcode Verification Data Capture and Reporting</b> Chris Tucker, Director, Bar Code Resource Office, Veterans Health Administration	
10:55 am – 11:05 am	<b>Pursuit of Perfect Orders: Putting GS1 Data Standards to Work in U.S. Healthcare</b> Dennis Orthman, Project Director, Strategic Marketplace Initiative	
11:05 am – 11:20 am	<b>Improving Business Processes using GS1 Standards</b> Dennis Black, Director of E-Business, Becton Dickinson	
11:20 am – 11:35 am	<b>Electronic Health Records</b> Mary Beth Lang, Senior Vice President, Business Analytics/President Diagnostix, Amerinet	
11:35 am – 11:50 am	<b>RFID Implementation</b> Jean Sargent, Director, Supply Chain, UK HealthCare	

11:50 am – 12:10 pm	<b>Tracking/Documenting Serialized Products &amp; Achieving 2015 Compliance</b> <b>Wholesaler's Perspective</b> Ron Bone, Senior Vice President, Distribution Support, McKesson <b>Manufacturer's Perspective</b> Michael Rose, Vice President Supply Chain Visibility, J&J
12:10 pm -12:30 pm	Q&A
12:30 pm – 1:30 pm	Lunch
1:30 pm – 3:45 pm	<b>PLENARY SESSION</b> <span style="float: right;">Ballroom C &amp; D</span>
1:30 pm – 2:15 pm	<b>KEYNOTE - Bedside Barcode Technology To Prevent Medication Errors and Save Lives</b> Mark Neuenschwander
2:15 pm – 2:40 pm	<b>Using GS1 Standards for Tracking Blood Derivatives</b> Feargal McGroarty, St James's Hospital, Ireland
2:40 pm – 3:05 pm	<b>Coding for Success in the UK: Purchasing &amp; Supply</b> Rachel Hodson-Gibbons, NHS PASA Chris Slater, Head of Supplies, Leeds Teaching Hospitals
3:05 pm – 3:45 pm	<b>Healthcare Providers &amp; GPO Panel Discussion</b>
3:45 pm – 4:15 pm	Coffee Break
4:15 pm – 5:30 pm	<b>BREAKOUT SESSIONS (Parallel Sessions)</b>
4:15 pm – 5:30 pm	<b>Global Standards Management Process – Information Session</b> <span style="float: right;">Caucus Room</span>
4:15 pm – 5:30 pm	<b>Traceability in Healthcare Work Team – Information Session</b> <span style="float: right;">Quorum Room</span>
5:45 pm – 10:00 pm	Networking Dinner Cruise on the Potomac River (see pages 11-12) <i>Buses boarding from 5:45 pm to 6:15 pm – please take your ticket</i>

**Thursday, 18 June 2009**

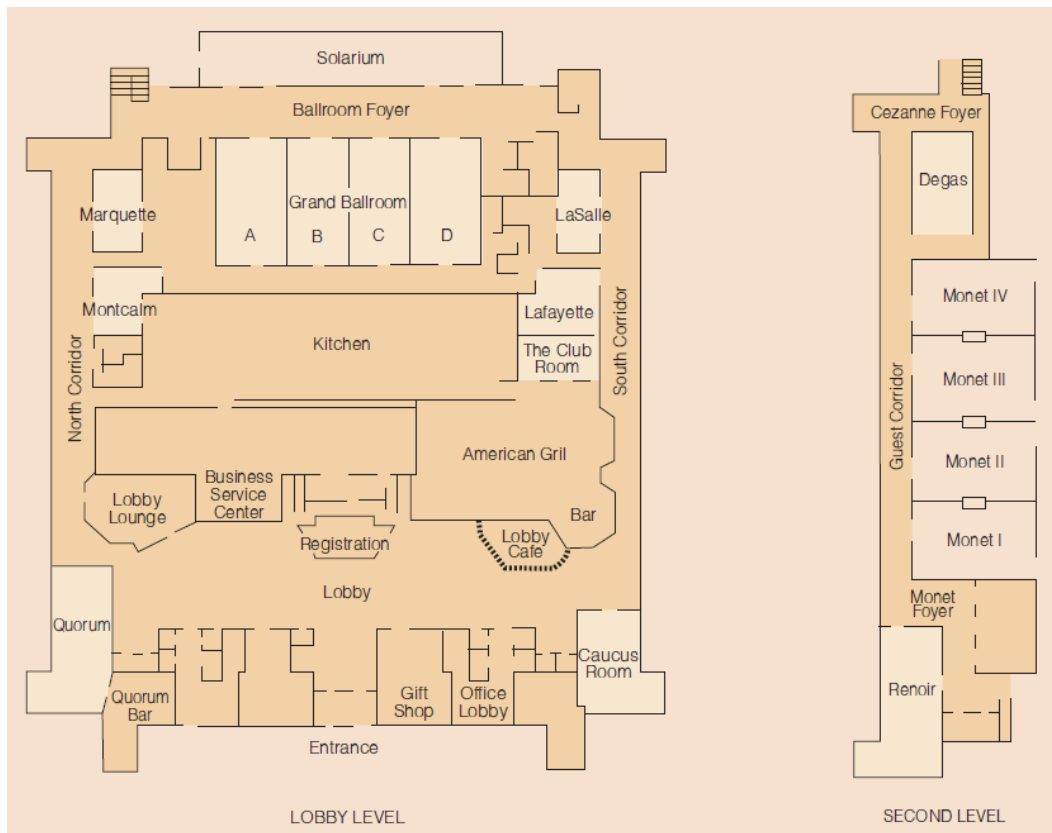
8:00 am – 10:00 am	BREAKOUT SESSIONS (Parallel Sessions)	
8:00 am – 10:00 am	<b>AIDC Application Standards – Blood Derivatives – Work Team Session</b> (open to work team members and subject matter experts)	Quorum Room
8:00 am – 10:00 am	<b>Global Data Synchronisation &amp; Product Classification – Work Team Session</b>	Caucus Room
8:30 am – 10:00 am	<b>Traceability in Healthcare Work Team – Information Session</b>	Lasalle Room
10:00 am - 10:30 am	Coffee Break	
10:30 am – 12:05 pm	PLENARY SESSION	Ballroom C & D
10:30 am – 11:15 am	<b>KEYNOTE - Making Health Information Technology Work: For the Future of Health and Care</b> Vish Sankaran, Program Director, Federal Health Architecture, Office of the National Coordinator (ONC) for Health Information Technology, Department of Health and Human Services	
11:15 am – 11:40 am	<b>FDA &amp; HL7</b> Randy Levin, Director for Health and Regulatory Standards, FDA	
11:40 am – 12:05 pm	<b>EU Traceability Pilot in Pharmaceutical Supply Chain</b> Henri Barthel, Project Coordinator BRIDGE	
12:05 pm – 1:30 pm	Lunch	
1:30 pm – 4:45 pm	PLENARY SESSION	Ballroom C & D
1:30 pm – 2:00 pm	<b>Wegmans: The Global Data Synchronisation Value Proposition</b> Marianne Timmons, VP Supply Chain and Global Business to Business, Wegmans Food Markets	
2:00 pm - 2:25 pm	<b>The Global GDSN Implementation Initiative for the Healthcare Sector</b> Grant Hodgkins, Manager, Strategy/Standards/Processes, Global Supply Chain at Alcon Laboratories, Inc. and Joe Pleasant, Chief Information Officer and Senior Vice President, Premier, Inc.	
2:25 pm - 2:50 pm	<b>UDI &amp; Orthopaedic Surgical Care</b> Dr. Berry, American Academy of Orthopedic Surgeons	



2:50 pm – 3:15 pm	<b>Pilot Test for Durable 2D Symbol Marking and Reading Technology for Steel Instruments</b> Akio Murata, Japan Association of Medical Equipment Industries
3:15 pm – 3:45 pm	Coffee break
3:45 pm – 4:10 pm	<b>NHS Connecting for Health: Better and Safer Care</b> Neil Lawrence, AIDC Manager, Technology Office, NHS Connecting for Health, U.K.
4:10 pm – 4:35 pm	<b>The Canadian Supply Chain Standards Project Advancing GS1 Standards in Healthcare</b> David Loukras, Project Lead, Supply Chain, British Columbia Health Authority Shared Services Vancouver, Canada
4:35 pm – 4:45 pm	<b>Closing remarks</b> Tim Marsh (Pfizer) Co-Chair GS1 Healthcare
4:45 pm	Closure of Conference

## General Information

- Working Language** English
- Dress Code** Business casual
- Internet Access** Wireless Internet access is available in the hotel rooms and in the hotel lobby – not in the meeting rooms.
- Conference Venue** L'Enfant Plaza Hotel  
 480 L'Enfant Plaza, SW, Washington D.C.  
 Phone: +1 202 484 1000  
 Fax: +1 202 646 4456  
 Email: [sales@lenfantplazahotel.com](mailto:sales@lenfantplazahotel.com)
- Meeting Rooms** Plenary sessions: Grand Ballroom C&D  
 Breakout sessions: Caucus, LaSalle, Renoir, Quorum
- Check the agenda for the exact location of each session.



## Access a wide variety of downloadable resources and information

[www.gs1.org/healthcare](http://www.gs1.org/healthcare)



- ❖ **Standards & guidelines, including:**
  - GTIN Allocation Rules for Healthcare
  - Global Traceability Standard for Healthcare (GTSH)
  - GTSH Implementation Guide
  - GS1 DataMatrix: An Introduction and Technical Overview
- ❖ **Position statements:**
  - Global approach for Automatic Identification Standards in Healthcare
  - Investment recommendation for camera-based bar code scanners to address specific needs for automatic identification in healthcare
  - GTIN identification of pharmaceutical products and medical devices in databases must be constructed using 14 digits
- ❖ **Case studies from around the world, including:**
  - 2009/2010 GS1 Healthcare Reference Book, a compilation of 13 case studies and expert views
  - Global GDSN Pilot Report
  - MSU Case for global data standards in the healthcare supply chain
- ❖ **GS1 Healthcare documents (governance charter, roadmap, etc.), official responses & commentaries, news from around the world, press articles**

And much more...

[www.gs1us.org/healthcare](http://www.gs1us.org/healthcare)

- ❖ **U.S. Case studies**
- ❖ **U.S. Industry announcements**
- ❖ **GS1 Healthcare US documents (charter, work plans, etc.)**
- ❖ **Standardization...Stat! Industry Video**
- ❖ **Educational tools, including:**
  - ❖ Healthcare Provider Tool Kit
  - ❖ Presentations & webinars



And much more...

**Networking Event**

**Networking Dinner Cruise on the Potomac River**



**Wednesday, 17 June 2009**

5:45 pm – 6:15 pm	Meet in the L’Enfant Plaza Hotel lobby Board the buses in front of the hotel (main level)
6:00 pm - 7:00 pm	Cocktail reception dockside
7:00 pm – 10:00 pm	Cruise on the Potomac River Dinner and Dancing
10:00 pm	Dockside Board the buses and return to the L’Enfant Plaza Hotel

If you have registered for the networking event, you will find your ticket in your attendee badge. You will need it to board the bus.

Dress code: Odyssey Cruises requests no jeans, shorts, tank tops, halter-tops, gym shoes or flip-flops are worn on any cruise.

**Discover the elegant total-entertainment experience of an Odyssey dining cruise on the Potomac River.**

- ❖ Sample creative appetizers, entrees and desserts prepared fresh onboard daily by Odyssey's Executive Chef.
- ❖ Dance to live music.
- ❖ Sit back and relax as unmatched monument views drift past your table: Memorial Bridge (1), Jefferson Memorial (2), the Washington Monument, Curtis Lee Mansion, Lincoln Memorial (3), John F. Kennedy Center for the Performing Arts (4), Watergate Hotel, Roosevelt Island, and Arlington Cemetery.



## Keynote Speakers



**Dr Meinrad LUGAN** is Member of B. Braun Group Management Board (Vorstand), Division OPM (Out Patient Market), and in 2004 also became Member of B. Braun Group Management Board (Vorstand), Division HC (Hospital Market).

Since 2006, he is Member of the Board of BVMed (Bundesverband Medizintechnologie e. V., Berlin) and in 2007 he became Chairman of the Board. Also since 2006 he is Member of the Board of Eucomed.

Dr Lugan has a university degree in chemistry, as well as a PhD in organic chemistry, both from the University of Freiburg (Institute for Organic Chemistry and Biochemistry). He has a series of senior management positions, including: Director of R & D and Director of International Business Development (BUCK System GmbH), Technical Director (BUCK Environmental LLC), Vice President (BUCK CMI Asia), and CEO (MCG Metall-Chemie Goerrig GmbH & Co KG).



**Mark NEUENSCHWANDER** has earned his reputation as one of the nations' leading authorities on dispensing and point of administration automation. Whether writing, lecturing or problem solving with a client, Mr. Neuenschwander communicates in terms and concepts that are easy to grasp and apply. His fresh perspective and keen insight stem from having invested thousands of hours in research and in-depth consulting with clients.

In 1993, under the banner of HOSPITAL REPORTS he began publishing the industry acclaimed report entitled FROM THE PHARMACY TO THE NURSE: A review and assessment of automated dispensing technologies.

Mr. Neuenschwander was a leading advocate and activist for promoting federal regulation to require barcodes on all medication packaging. In 2002, he testified before the FDA on proposed regulations related to barcode labelling of medications.

Consulting services have been engaged by hospitals, large and small. Drug companies, drug wholesalers, pharmacy management companies and many automation vendors in the US regularly engage his consulting services. At the same time, he remains independent of and un beholden to these companies.

His blog entitled, "I've been thinking..." is read each month by thousands.



**Vish SANKARAN** was appointed Director of the Federal Health Architecture (FHA) program in the Office of National Coordinator for Health Information Technology in the Department of Health and Human Services (HHS) in March 2007. Under Mr. Sankaran's leadership, FHA has worked with federal agencies to rapidly and efficiently implement government-wide solutions for interoperable and secure health information exchange that address agency business priorities while protecting citizen privacy. FHA serves the needs of more than twenty federal agencies in domains as diverse as military and veterans' healthcare, public health monitoring, long-term care and disability services, research, tribal health services and many other critical federal priorities.

Before arriving at HHS in 2005, Mr. Sankaran was the director of IT and product operations at CareScience Inc.

In February, 2009, Mr. Sankaran was named as one of the Federal 100 by the editors of Federal Computer Week. The Federal 100 recognizes individuals from government, industry and academia who significantly influenced how the federal government buys, uses or manages information technology. Federal 100 winners are recognized for their risk-taking, vision and pioneering spirit in the federal IT community.



**Dr. Daniel SCHULTZ** is Director, Center for Devices and Radiological Health, U.S. Food and Drug Administration.

Dr. Schultz holds a bachelor's degree in political science from the City College of New York and received his medical degree from the University of Pittsburgh in 1974. He is board certified in general surgery and family practice.

Dr. Schultz entered the Commissioned Corps of the US Public Health Service in 1974, where he served in the PHS Indian Health Service as a hospital clinical director and a surgical resident. In 1983 he was appointed Chief of Surgery at the Indian Health Service Hospital in Santa Fe, New Mexico, a post he held for 11 years. In 1994 Dr. Schultz joined the Center for Devices and Radiological Health of the FDA, where he served in CDRH's Office of Device Evaluation, first as a medical officer, then a Division Director, then the Office's Deputy Director and finally its Director. He was promoted to Director of CDRH in 2004.

## Plenary Speakers



**Chris ADCOCK** is President Healthcare, GS1 Global Office. Mr Adcock has held a series of senior management positions in Europe for The Gillette Company, a global market leader in several consumer product categories. His most recent position was as General Manager of the Nordic Region for The Gillette Company. Mr Adcock's career to date has included extensive experience in international markets, working within Europe, East Africa and the Middle East. Since September 2004 Mr. Adcock has led the global activities of EPCglobal during a period of rapid development and international expansion as companies around the world have worked to take advantage of this exciting and new enabling technology.

Between 2001 and 2004 he held the position of Chairman of the AIM Trade and Industry Committee (AIM is the association of branded goods manufacturers in Europe). Mr. Adcock holds a Master of Business Administration degree from Cranfield University in the United Kingdom.



**Henri BARTHEL** is Coordinator of BRIDGE, a three years European Union funded Integrated Project dedicated to research, development, training and demonstration in the effective use of RFID based on EPCglobal standards. He is also Director System Integrity, Technology and Partnerships at the GS1 Global Office in Brussels. He is responsible for protecting the integrity of the GS1 system throughout the GS1 standard and service development processes. He is also responsible for developing strategies for achieving recognition by third party standards organisations of GS1 standards. He has been working for GS1 since July 1988. He is a member of the GS1 Architecture Committee. He is also chairman of SC31/WG4, the ISO working group dealing with RFID standardisation for item management.



**Dr. Ilisa BERNSTEIN** is Director of Pharmacy Affairs in the Office of the Commissioner at the U.S. Food and Drug Administration (FDA). In this capacity, she advises on domestic and international issues related to the regulation of medical products, including drugs, biologics, dietary supplements, and medical devices, as well as pharmacy-related issues. In particular, she focuses on the U.S. drug distribution system, counterfeit drugs, drug importation, patient information, prescription and OTC drug labeling, drug safety, and Internet issues. She is the FDA's primary liaison with the pharmacy community. From 2003 to 2006, she was Senior Advisor for Regulatory Policy and from 1991 to 2002, she was a Senior Science Policy Advisor in the Office of the Commissioner. Ilisa started her career at FDA in 1988 as a Pharmacokinetic Reviewer in the Center for Drug Evaluation and Research.

Ilisa has received numerous awards, including FDA's Award of Merit, the Secretary's Award for Distinguished Service two times, and received the Commissioner's Special Citation fourteen times for various projects.

Ilisa received her Doctor of Pharmacy degree from The University of Michigan College of Pharmacy and her Juris Doctor degree from The American University Washington College of Law.





**Dr. Daniel BERRY** has been Chairman of the Department of Orthopedic Surgery at Mayo Clinic since 2005. Dr. Berry was an undergraduate at Dartmouth College; he graduated with Highest Distinction in Biochemistry, Magna Cum Laude and Phi Beta Kappa in 1980. Dr. Berry then attended Harvard Medical School graduating in 1984. Dr. Berry performed his orthopedic surgery residency in the Harvard Combined Orthopaedic Residency Program and was chief resident at Brigham and Women's Hospital in 1989. Dr. Berry performed a six month fellowship in surgery of the hip in Bern, Switzerland, with Maurice E. Müller and in Paris with Emile Letournel.

Dr. Berry has published over 120 peer-reviewed papers and over 63 book chapters with a focus on primary and revision hip and knee arthroplasty.

Dr. Berry has served as the Chairman of the Maurice E. Müller Foundation from 1999 to 2009, President of the Mid-America Orthopaedic Association from 2006-2007, President of the American Association of Hip and Knee Surgeons from 2007-2008, and Second Vice President of the American Academy of Orthopaedic Surgeons from 2009-2010.



**Dennis BLACK** is Director, e-Business for BD. With over 20 years of varied experience in the healthcare industry, Mr. Black is active in the industry's move toward the adoption of data standards. Dennis currently sits on the GS1 Healthcare US Leadership Team and has participated in workgroups within GS1, HSCSC, CHeS, SMI and AdvaMed. Mr. Black is involved in a number of pilot and implementation activities to enable BD and healthcare providers to benefit from the use of data standards. In addition to his work on data standards, Dennis has responsibilities related to achieving the "Perfect Order", leading operational effectiveness initiatives, and other e-Business processes.



**Ron BONE** is Senior Vice President, Distribution Support for McKesson Pharmaceutical. His responsibilities include leading McKesson's initiatives in Radio Frequency Identification/Electronic Product Code and supply chain security. He also is the pharmaceutical business liaison with Corporate Government Affairs. Ron has spent 38 years with McKesson Corp in various operations, sales and financial management positions.

He is a member of the Business Steering Committee of EPCglobal and a member of the GS1 Global Healthcare and GS1 Healthcare US leadership teams. In addition, he is a member of the Industry Relations Committee for the US Healthcare Distribution Management Association (HDMA).

Mr. Bone received his MBA from San Jose State University.



**Dennis BYER** is Senior Director, Supply Chain Data Management and Industry Standards at Novation. With over 25 years in the Information Technology arena, Mr. Byer joined Novation in July of 2007. His current role includes managing the SCDM development process as well as representing Novation in global data standards activities. In regards to data standards, Mr. Byer is the current chair of HIGPA/CHeS, the Committee for Healthcare eStandards, was an active member of the oversight committee for HSCSC, the Healthcare Supply Chain Standards Coalition, Co-Chair of the GLN Workgroup for HSCSC, he is on the Leadership team for GS1 Healthcare US and Chairman of the GLN Steering Committee. Previous to Novation, Mr. Byer was the Vice President of Information Systems for Celtic Life Insurance Company of Chicago, an on-line individual health insurance provider. He was also previously the CIO for Consorta, a competing GPO. He has a bachelor's degree from the University of Iowa in Iowa City, Iowa, and a master's degree from Boston College in Chestnut Hill, Massachusetts.



**Jay CROWLEY** is Senior Advisor for Patient Safety in FDA's Center for Devices and Radiological Health. Jay is interested in developing new methods and techniques to identify, analyze, and understand problems occurring from medical device use within the healthcare environment. He has been working at FDA for nearly 20 years in a variety of positions. Jay holds degrees in Risk Analysis and Engineering.



**Joe DUDAS** is Director of Accounting and Supply Chain Informatics at the Mayo Clinic, responsible for implementing and optimizing technology and business best practices. He leads forums across Mayo organizations to drive strategic supply chain, accounting and research IT direction, standardization and best practices.

Mr. Dudas served as chair of the Healthcare Supply Chain Standards Coalition and is currently a member of the GS1 Healthcare US leadership team. He participates in many other industry efforts to improve the healthcare supply chain. His team is participates in ongoing testing and implementation of the GTIN, GDSN and GLN.

Mr. Dudas brings more than 20 years of information systems experience in IT outsourcing, telecommunications, retail and healthcare. Previous professional experience includes leadership roles in technology at Rite Aid Corporation, EDS and AT&T. Mr. Dudas holds an MBA in accounting and finance from York College of Pennsylvania, and bachelor's in management information systems from Indiana University of Pennsylvania.



**Ed DZwill** is the Manager Package Technology for Johnson & Johnson's Global Pharmaceutical Supply Group. GPSG is a unit of Ortho-McNeil-Janssen Pharmaceuticals Inc and provides supply chain management to a number of J&J sales and marketing companies. His responsibilities include evaluation of new and emerging global technologies in packaging including Mass Serialization, RFID, Digital Printing, and Brand Integrity technologies. Mr. DZwill received his BS in Engineering Science from the University of Rhode Island and an MBA from University of Phoenix. He is an IOPP Certified Packaging Professional. Prior to his current position he has supported package engineering at J&J Pharmaceutical Sourcing Group Americas, J&J Vision Care, GE Silicones, and Kraft General Foods in various Packaging and Project Management roles.



**Kathleen GARVIN** is the Program Manager for the DoD/VA Federal Government Data Synchronization initiative as well as the deputy program manager for the Defense Medical Logistics Standard Support Wholesale program. She has more than twenty five years experience in Medical Logistics for the Department of Defense. She and the data synchronization program were silver medal recipients in the Federal Executive Board 2008 Excellence in Government Award Program and also a 2009 Laureate of the Computerworld Honors Program. She earned a Bachelor of Science degree from Temple University in Education and Masters degree in Government Administration from the University of Pennsylvania.



**Dr. Alan GOLDHAMMER** is Vice President for Scientific and Regulatory Affairs at the Pharmaceutical Research and Manufacturers of America (PhRMA). In this position he manages regulatory activities, maintaining a liaison with the Food and Drug Administration (FDA) on important pharmaceutical regulatory and safety issues. Prior to coming to PhRMA, Dr. Goldhammer was Executive Director, Technical Affairs for the Biotechnology Industry Organization (BIO). He also served as regulatory affairs consultant to the International Food Biotechnology Council. Before joining the Biotechnology Industry Organization, Dr. Goldhammer was a senior staff fellow in the Clinical Endocrinology Branch at the National Institutes of Health. He held a NIH Postdoctoral Fellowship at Cornell University. Dr. Goldhammer holds a B.A. degree in chemistry from the University of California, Santa Barbara, and a Ph.D. in biological chemistry from Indiana University. He is a member of the American Chemical Society and the American Association for the Advancement of Science.



**Dennis HARRISON** is the President of GS1 Healthcare US. Mr. Harrison brings more than 35 years industry experience in manufacturing, engineering, and quality assurance to the organization. Mr. Harrison previously served as Executive Vice President of GS1 US and was responsible for strategic planning and leading the GS1 US Bar Codes and eCom group.

Prior to joining GS1 US in 2002, Mr. Harrison served as Vice President Engineering & Quality for the Honeywell Consumer Products Business. In this role, he was responsible for directing the division's product design/engineering, packaging/palletizing, quality, reliability testing, safety/product liability, warranty, model shop, and consumer assistance programs. In 1999, he was awarded Honeywell's prestigious Lund award for demonstrated leadership excellence.

Mr. Harrison obtained a Bachelor of Science in Chemical Engineering from the University of Toledo, Toledo, Ohio.



**Dr John HELFRICK** is Past President of The International Society for Quality in Health Care, is a Senior Consultant with Harvard Medical International, and is working with healthcare organizations internationally in the areas of quality improvement and patient safety. He had an integral role in the development of the quality oversight process for the Dubai Health Care City (DHCC) and he currently serves on the Licensing Board in the DHCC. Dr. Helfrick is also Executive Director, of the International Association of Oral & Maxillofacial Surgeons. He is Professor Emeritus, Department of Oral and Maxillofacial Surgery, at the University of Texas Health Science Center in Houston. He has been Clinical Professor Surgery at the University of Texas Medical School since 1987, and since 1990, has been Clinical Professor of Surgery, Baylor College of Medicine. John Helfrick was elected to the ISQua Executive Board as President-Elect in 2003. He served as ISQua President from 2005 - 2007.



**Grant HODGKINS** is responsible for development of Global Supply Chain strategy, standards and processes for Alcon Laboratories, Inc. He has held global positions in Quality Assurance, Validation, and Global Supply Chain over his 22 year career with Alcon. He is also responsible for global Auto-ID solutions for Alcon including pedigree, barcodes, RFID, brand security and anti-counterfeiting.

In addition, he also represents all healthcare divisions of Nestle S.A. companies as a member of the Nestle RFID Core Team. He is co-chair of the GS1 Healthcare AIDC Application Standards Work Team and a member of the GS1 Healthcare Leadership Team. Grant is also a PMP-certified project manager..



**Rachel HODSON-GIBBONS** is Head of eProcurement for the NHS Purchasing and Supply Agency in which she is leading the NHS Procurement eEnablement Program. She is a purchasing and supply professional; her most recent posts have been Category Manager for medical equipment and working with the development of Collaborative Procurement Hubs for the NHS Purchasing and Supply Agency. Mrs. Hodson-Gibbons is a member of the Chartered Institute of Purchasing and Supply and holds an MSC in Procurement.



**Mary Beth LANG** is Senior Vice President Business Intelligence, Amerinet, and also President of Diagnostix a division of Amerinet, leading the company's mission to generate hard-dollar savings for healthcare providers through state of the art data management and analysis tools. Diagnostix helps providers identify cost savings opportunities, manage contracts, reduce supply chain expenses, eliminate pricing variances and negotiate custom contracts.

Prior to joining Amerinet, Mrs. Lang was an integral part of University of Pittsburgh Medical Center pharmacy management team, where she directed pharmacy distribution, and process improvement efforts. She was a distinguished University of Pittsburgh faculty honoree. Mrs. Lang holds a BS in Pharmacy from the University of Pittsburgh and MPM from Carnegie Mellon University.



**Neil LAWRENCE** is AIDC Manager, Technology Office, NHS Connecting for Health, U.K. He came into the health care sector after a successful career in the financial services industry, after overseeing the NPfIT' S pathology messaging work he took lead of the AIDC programme in 2007 shortly after "Coding for Success" was published. After driving the adoption of AIDC technologies in over 200 trusts, he continues to strive for the adoption, implementation and furtherment of the standards and its many associated benefits within the NHS.



**Dr. Randy LEVIN** is Associate Director for Medical Informatics at the U.S. Food and Drug Administration.

Dr. Levin is responsible for developing and implementing informatics standards for the receipt and exchange of regulated product information. Previously, Dr. Levin served on the HL7 Board of Directors.



**David LOUKRAS** is the Supply Chain Project Lead for the British Columbia Health Authority Shared Services Organization (SSO). In 2009, the SSO became the sole provider of Supply Chain Services for all six Health Authorities in British Columbia, Canada. Total managed spend of the system is \$1.9B CDN per year.

Mr. Loukras is a Board member the Healthcare Supply Chain Network as well as for GS1 Canada's Healthcare Sector Board, CareNet. He has an MBA from the University of British Columbia and also holds the professional designation, P.Log.



**Roy LUDVIGSEN** is responsible for customer facing supply chain for Kimberly-Clark Health Care. With twenty five years in the healthcare industry, Mr. Ludvigsen has developed, implemented, and managed the global distribution network for Kimberly-Clark, managed several logistics functions, and has been responsible for the due diligence and logistics integration of multiple acquisitions. Utilizing his experience in logistics management within the healthcare industry, Mr. Ludvigsen works collaboratively with members of the healthcare industry to improve processes, productivity, and taking costs out of the supply chain.



**Tim MARSH** is Senior Manager of Global Packaging Technology at Pfizer. He is primarily responsible for the identification, development and deployment of anti-counterfeiting technologies for Pfizer pharmaceutical and animal health products globally. Tim also leads Pfizer's RFID initiatives and is active in the development of their mass serialization strategies. Tim joined Pfizer in 2002 after having worked in the medical device area of healthcare for B.Braun, Becton Dickinson and Saint-Gobain.

Tim is Co-Chair of the GS1 Healthcare Leadership Team and the Traceability in Healthcare Work Team.

Tim received his bachelor's degree in Mechanical Engineering from Pennsylvania State University in 1992. He also holds associate degrees in engineering and liberal arts and earned a certificate in Auto-ID and RFID from MIT in 2004. Tim also received barcode certification from GS1 in 2007.



**Feargal McGROARTY** is Project Manager, IMS Department, St James's Hospital, Ireland. A Medical Laboratory Scientist (MLS) by profession Feargal has over 20 years experience in Laboratory Haematology, Coagulation and Blood Transfusion. He headed up a large routine diagnostic Haematology laboratory, and has a particular interest in Laboratory Information Systems (LIS) and laboratory automation.

In his present role he is responsible for managing the multi faceted initiative that combines a number of strands including the use of Bar Code technology, an Electronic Patient Record (EPR) along with a cold chain delivery service to provide integrated patient management processes which is the first of its kind.

Mr. McGroarty holds a Fellowship in Haematology from the Institute of Biomedical Science along with a Diploma in Management and Employee Relations from the National College of Ireland (NCI).



**Rodolphe MUNOZ**  
European Commission  
DG Enterprise and Industry  
Cosmetics and Medical devices



**Akio MURATA** is Director General Manager, Medical Intelligence, Muranaka Medical Instruments Co.,Ltd., and has engaged in many research activities as a member of committees of wide variety of organizations such as the Council of Japanese Society of Medical Instrumentation, ISO/TC198/WG13, IT Committee of Japan Federation of Medical Devices Associations. He has a long career in research of code marking and in-depth knowledge especially about 2D Marking. Already in 1990, he had given a paper titled "Research on the Bar Code Marking (Source Marking) on Steel Apparatus from the View Point of Suppliers" at the Japanese Society of Medical Instrumentation. Mr. Murata took the initiative for making the guideline for 2D symbol marking on steel apparatus in November 2006 as the chairman of steel apparatus committee of Japan Association of Medical Equipments (JAMEI).  
As for traceability, he constructed pedigree management system by container unit at the Tokyo University Hospital when it was re-built in 1988 paying attention to the sterilized container system developed in Germany in 1970s.



**Dennis ORTHMAN** is the Project Director with the Strategic Marketplace Initiative, where he assists SMI teams of executives in their development of innovative solutions to the challenges in the industry.  
Mr. Orthman has over 27 years of healthcare supply chain experience, beginning his career as a hospital buyer and progressing through respected management and consulting positions. On the provider side, Dennis has led supply chain departments for Boston City Hospital, Caritas Christi Health System in Boston, and Partners Healthcare System in Boston. As a consultant, Dennis has held senior leadership positions with BD Healthcare Consulting and with VHA Improvement Services.  
An MBA graduate from the Sawyer School of Management at Suffolk University in Boston, Mr. Orthman has also attended Georgetown University in Washington DC. He is a Certified Materials and Resource Professional, a long-time member of AHRMM, and has served his colleagues as the past president of the New England Chapter of the Healthcare Materials Management Society.



**Joe PLEASANT** is CIO and Senior Vice President of Premier, Inc.. Prior to being appointed to his current position, he served as Chief Administrative Officer of SunHealth, Inc., one of Premier's predecessor organizations. During his 25 years with SunHealth, Mr. Pleasant held numerous positions that included senior management consultant, relationship manager for owners in Virginia, West Virginia and Maryland, senior Human Resources executive and CIO.

In his current position as CIO, Mr. Pleasant oversees Premier's information systems infrastructure that includes legacy, enterprise, and web enabled offerings.

Mr. Pleasant is past Chairman and a founding member of the Coalition for Healthcare eStandards (CHeS), a fellow member of HIMSS, and a founding member of CHIME. Mr. Pleasant is involved in national efforts to improve the Healthcare supply chain and serves on Board of Directors of both the National Alliance for Healthcare Information Technology (NAHIT) and GS1 and is a member of the Health Industry Distributors Association's Supply Chain Advisory Council. A cum laude graduate of N.C. State University in Engineering, Mr. Pleasant holds a Masters of Business Administration degree from the University of North Carolina.



**Jean SARGENT** is Director Supply Chain at UK (University Kentucky) HealthCare and Past President of the Association for Healthcare Resource and Materials Management of the American Hospital Association (AHRMM). She is a recognized leader in supply chain management. She has over 32 years of experience in hospital Central Service/Materials Supply Chain Management.

Ms. Sargent is active in several organizations working to advance excellence and improve patient care and safety through the healthcare supply chain, most notably: Strategic Marketplace Initiative (SMI), and as the acute care provider co-chair of the GS1 Healthcare US initiative.



**Jeffrey SECUNDA** is Vice President of Technology & Regulatory Affairs for the Advanced Medical Technology Association (AdvaMed) in Washington, DC. AdvaMed advocates for manufacturers of medical devices, diagnostic products, and medical information systems. Secunda is responsible for AIDC, and Adverse Event Reporting issues. Mr. Secunda was Vice President of R&D for a medical sensor firm in Texas from 1996 to 2003. He has more than 20 years' experience in clinical and biomedical engineering, including Massachusetts General Hospital and Children's Hospital in Boston where he founded and directed the Department of Biomedical Engineering from 1982 to 1995. Mr. Secunda was an Adjunct Assistant Professor of Biomedical Engineering at the Boston University School of Engineering.





**Chris SLATER** is Head of Supplies, Leeds Teaching Hospitals, the largest Acute Trust within the NHS in the U.K. Prior to joining the NHS, Mr. Slater worked in both private and public sector organisations with over 20 years experience in procurement and contracting. His previous post was that of Head of Supplies and Contracts (UK) for Energis telecommunications (Cable and Wireless).

Having gained a broad understanding of category management and the benefits a professional procurement function can bring to the business Chris implemented many of the lessons learned from the private sector into Leeds Teaching Hospitals.



**Marianne TIMMONS** is Vice President of Supply Chain Strategy for Wegmans Food Markets. Marianne has been with Wegmans for 27 years in a variety of positions in Store Operations and Management, Marketing, Supply Chain, Logistics, Transportation Operations and Business to Business. In her current capacity, Marianne is responsible for Supply Chain Simplification, Industry Affairs, Inbound Logistics and the development and execution of Wegmans Business to Business strategies.



**Chris TUCKER** is the Director of the Bar Code Resource Office (BCRO), Veterans Health Administration Office of Information. He obtained his pharmacy degree from Kansas University and a Masters Certificate in Project Management from George Washington University's School of Business and Public Management. Mr. Tucker was an Industry Adviser in the Prescription for Change Series, First Do No Harm for the Clinical Initiatives Center of the Advisory Board Company, Washington, DC. He is also a member of the Executive Council for the Patient Safety Reporting System administered by the National Aeronautics and Space Administration (NASA) Ames Research Center.



**Dr. Robert VAN EXAN** is Director Immunization Policy, Sanofi Pasteur Canada. Dr. Van Exan joined Sanofi Pasteur (formerly Connaught Laboratories Ltd.) in 1981 as Cell Biologist and manager of Cell Culture Production Department. Moved to Commercial Operations in 1985 as manager of Scientific Services and developed marketing, promotional, educational programs to support public health programs in communicable disease surveillance, control and immunization. Orchestrated the formation of the Canadian Coalition for Immunization Awareness and Promotion, representing 20 non-government health organization supported by the Public Health Agency of Canada and 5 vaccine manufacturers. Dr. Van Exan has been Director of Immunization Policy since 2002 and is responsible for industry collaboration and input in the development of the National Immunization Strategy. Founding chair of the Vaccine Industry Committee of BIOTECanada 2003 through 2005 and vice chair 2006 to present. Member of the Health Advisory Committee of BIOTECanada, 2004 to 2006. Member of the Automated Identification of Vaccine Products (AIVP) task force since its founding in 2007 and member of GS1 Canada Pharmaceutical Advisory Board since 2008.

## **GS1 Healthcare Work Teams**

### **AIDC Application Standards Work Team**

The AIDC Application Standards work team is developing global standards for the Automatic Identification and Data Capture for Healthcare products at all packaging levels. The work team has already developed GTIN Allocation Rules for Healthcare, defined data requirements (including serialisation) and carrier requirements for Automatic Identification. The first phase (covering about 80% of Healthcare products) and second phase (small instruments) are currently being finalised.

This work team is co-chaired by Mark Hoyle, Covidien and Grant Hodgkins, Alcon Laboratories.

For more information or to join, contact Chuck Biss at [chuck.biss@gs1.org](mailto:chuck.biss@gs1.org).

### **Traceability in Healthcare Work Team**

The Traceability in Healthcare work team is developing a suite of global standards to enable full actionable visibility of all pharmaceuticals and medical devices from point-of-production to point-of-use, which can be used globally. The Global Traceability Standard for Healthcare (GTSH) Issue 1.0.0 was approved and published in February 2009 and provides a process standard describing the traceability process independent from the choice of enabling technologies, defining minimum requirements for all stakeholders, organisations and countries and the corresponding GS1 Standards to be used in combination with information management tools. The GTSH Implementation Guide was published in April 2009. A work team is now further developing a suite of Global Standards that enable Traceability in Healthcare (including process standard(s) and technical standards) by mid-2010: The Traceability in Healthcare II (TH-II) Project.

The Traceability in Healthcare Work Team is co-chaired by Tim Marsh, Pfizer and Frédérique Fremont, Robert Ballanger Hospital (France).

For more information or to join, contact Janice Kite at [janice.kite@gs1.org](mailto:janice.kite@gs1.org).

### **Healthcare Data Synchronisation & Product Classification Work Team**

The Healthcare Data Synchronisation work team is developing a global standard to enable Healthcare stakeholders to leverage the GS1 Global Data Synchronisation Network (GDSN), ensuring accurate and consistent data exchange between all supply chain partners. A global GDSN Pilot was successfully completed in 2008 showing that the GDSN infrastructure is in place to enable cross-border data synchronisation. The GDSN Extension for Healthcare is planned to be created by Q3 2009. A long term recommendation for product classification is also being developed.

The Data Synchronisation Work Team is co-chaired by Joe Pleasant, Premier and Tom Werthwine, Johnson & Johnson. The Product Classification Work Team is co-chaired by Leighton Hansel, Abbott Laboratories and David Turner, Novation.

For more information or to join, contact Peter Alvarez at [palvarez@gs1gdsn.org](mailto:palvarez@gs1gdsn.org).

## List of Participants

The Global GS1 Healthcare Conference provides a neutral platform for all healthcare supply chain stakeholders to physically meet, exchange ideas, and advance development and adoption of global standards.

Participants include representatives from manufacturers, distributors, healthcare providers, group purchasing organisations, logistics providers, governmental bodies and regulators, associations, solution providers and educational institutes.

Participants also include GS1 Member Organisations from around the world representing their local healthcare communities.

We are happy to welcome again more than 230 participants from more than 20 countries. Thank you for participating!

First name	Last name	Company / Organisation
Chris	Adcock	GS1 Global Office
Kenza	Aissaoui	GS1 Algeria
Masanori	Akiyama	MIT sloan scool of management
Ali	Al Sanousi	KFSH&RC Saudi Arabia
Peter	Alvarez	GS1 Global Office
Suzanne	Anderson	Johnson & Johnson Health Care Systems Inc.
Richard	Andrew	Johns Hopkins Health System
M. Diane	Arico	Novartis Pharmaceuticals Corporation
John	Ballard	The Ohio State University Medical Center
Scott	Barger	Sentient Health Japan, KK
Henri	Barthel	BRIDGE
Bettina	Bartz	GS1 Germany
Robert	Bell	GS1 Canada
Ilisa	Bernstein	U.S. Food and Drug Administration
Daniel	Berry	Mayo Clinic, Rochester, Minnesota
Erik	Binst	SANQUIN CAF-DCF
Chuck	Biss	GS1 Global Office
Dennis	Black	BD
Peter	Blomberg	St. Jude Medical
Elizabeth	Board	GS1 EPCglobal
Ron	Bone	McKesson Corporation
James	Bonhivert	SICPA Securink Corporation
Jim	Bracken	GS1 Ireland
Samuel	Brayton	AngioDynamics
Doug	Bregman	ICU Medical, Inc.
Janine	Bridgeford	GE Healthcare
Shane	Brooke	GS1 UK
Kathleen	Buechter	US Food and Drug Administration
Daniel	Bustos-Montero	CENDEISSS-CCSS Costa Rica

First name	Last name	Company / Organisation
Dennis	Byer	Novation
Jessica	Bylander	"The Gray Sheet"
Scott	Cameron	Novartis Pharma AG
Kevin	Capatch	Geisinger Health Ssystem
Bob	Carpenter	GS1 US
Arthur	Castronovo	St Jude Medical
Robert	Celeste	GS1 US
Sang	Chong	Owens & Minor
Claude	Clarkston	Medical Lab.
Karen	Conway	GHX
David	Corbett	Talecris Biotherapeutics, Inc.
Grant	Courtney	GlaxoSmithKline
Jay	Crowley	US FDA
Michael	DeLuca	UPMC
John	DiPalo	Acsis Inc
Patricia	Distler	ICCBBA
Mark	Dito	Medtronic
Ljiljana	Djukic	Medicines and Medical Devices Agency of Serbia
Sandy	Dobs	Teleflex Medical
Nancy	Doherty	Bristol-Myers Squibb
Barbara	Dorner	GS1 Austria
Rob	Dorocke	Cook Medical
James	Dowden	Hoffmann - LaRoche, Inc.
Joseph	Dudas	Mayo Clinic
Alicia	Duval	GS1 Canada
Garry	Duvall	Defense Health Services System (DoD)
Edward	Dzwill	Johnson & Johnson - GPSG
Hassan	El Kalla	GS1 Egypt
John	Eldridge	Dept. of Veterans Affairs
Bridget	Elis	PPTA
Jackie	Elkin	Medtronic, Inc.
Jeff	Farkas	Bayer HealthCare Pharmaceuticals
Alex	Finkel	SICPA Product Security, LLC.
John	Fitzpatrick	Defense Medical Logistics Standard Support
Nicolas	Florin	GS1 Switzerland
Evelyn	Foss	ICU Medical, Inc.
Nick	Fotis	Zimmer, Inc.
Simon	Fournier	HEMA-QUEBEC
Dawn	Fowler	Edwards Organization
Fred	Freedman	Dental Trade Alliance (DTA)
David	Gartner	US FDA
Kathleen	Garvin	Department of Defense
Fran	Goddu	Medical Mart
Alan	Goldhammer	PhRMA
Douglas	Goldman	GS1 US
Thomas	Goodsell	Ecolab, Inc.

First name	Last name	Company / Organisation
Jenny	Gough	Molnlycke Healthcare Group plc
Cathi	Graves	Department of Veterans Affairs
Scott	Gray	GS1 Global Office
Mary	Gustafson	Plasma Protein Therapeutics Association
Nathan	Habeck	Baxter Healthcare Corporation
Lyes	Hachemi	GS1 Algeria
Michio	Hamano	GS1 Japan
Leighton	Hansel	Abbott Laboratories
Dennis	Harrison	GS1 US
Vjollca	Haxhiu	GS1 Albania
Christian	Hay	GS1 Switzerland
Corwin	Hee	Covidien
Tom	Heist	GS1 Global Office
Sally	Herbert	GS1 GDSN, Inc.
Steve	Hess	Merck
K Vivian	Ho	Medical Tourism Association
Grant	Hodgkins	Alcon Laboratories, Inc.
Bonnie	Hoenigmann	Abbott
Rich	Hollander	Pfizer
Steven	Huckabaa	Kettering Health Network
Matthew	Hull	Aesculap
Binu	Jacob	Axway
Laura	Johnson	Acsis Inc
Jennifer	Jones	US Food and Drug Administration
Laurie	Jordan	Smith & Nephew, Inc
Connie	Jung	US Food and Drug Administration
Marcia	Kafkakis	Baxter Healthcare
Jesper	Kervin Petersen	GS1 Denmark
Elenore	Kingsbury	Canadian Blood Services
Jim	Kirkpatrick	Terumo
Janice	Kite	GS1 Global Office
Robin	Koh	SupplyScape
Scott	Krause	PharmTech, Inc.
Monica	Kryzer	3M
Yasuo	Kurosawa	GS1 Japan
John	La Liberte	GHX
Roger	Lamb	GS1 UK
Mary Beth	Lang	Amerinet
Rita	Laur	GS1 Canada
Neil	Lawrence	NHS Connecting For Health
Thomas R	Lippert	Fleet Hospital / Expeditionary Medical Facilities
Miguel	Lopera	GS1 Global Office
David	Loukras	British Columbia Health Authority Shared Services
Roy	Ludvigsen	Kimberly-Clark Corporation
Meinrad	Lugan	B. Braun Melsungen AG
Hans	Lunenburg	GS1 Nederland

First name	Last name	Company / Organisation
Lloyd	Mager	Abbott
Joseph	Malagisi	Boehringer-Ingelheim Pharmaceuticals, Inc.
Valerie	Marchand	GS1 France
Tim	Marsh	Pfizer
Andy	Martin	GHX
Kristen	Mascenik	GS1 US
Feargal	Mc Groarty	St. James's Hospital, Dublin, Ireland
Melissa	McCreary	Smith & Nephew, Inc
Sharon	McMillan	St. Michaels Hospital
Gregory M	Melbert	Sanofi Pasteur
Ed	Miles	Children's Hospital of Philadelphia
Elizabeth	Mims	Department of Veterans Affairs
Branislava	Mitic	GS1 Serbia
Napoleon	Monroe	New Directions Technology Consulting
Gary	Montgomery	Abbott
Gena	Morgan	EPCglobal
Nadège	Mullier	GS1 Global Office
Akio	Murata	MURANAKA MEDICAL INSTRUMENTS CO.LTD
Georges	Nicolaos	Robert Ballanger Hospital
Robert	Noe	GS1 US
Peter	Norton	Genzyme Corp'
Rebecca	Oles	Oles Communications
Dennis	Orthman	Strategic Marketplace Initiative
Leonard	Ott	Socket Mobile
Rosalind	Parkinson	Ohio State University Medical Center
Bob	Peck	Owens & Minor
Brad	Pedrow	GS1 US
Troy	Peele	Teleflex Medical
Richard	Perrin	AdvanTech, Inc.
Robert	Perry	Defense Health Systems Services
Deborah	PetretichTempleton	Geisinger Health System
Rod	Piechowski	American Hospital Association
Joseph	Pleasant	Premier Inc.
Annette	Pomponio	GS1 US
Thierry	Protas	ARJOWIGGINS SECURITY
David	Racine	FDA/CDRH
Halim	Recham	GS1 Algeria
Terrie	Reed	FDA
Christian	Riediger	Bayer Schering Pharma AG
Patrick	Harper	US Food and Drug Administration
Dirk	Rodgers	Cardinal Health
Daniel	Romm	GS1 EPCglobal
Michael	Rose	Johnson & Johnson
John	Ryu	GS1 Global Office
Noufalbek	Sabirov	GS1 Uzbekistan
Nodirbek	Sabirov	GS1 Uzbekistan

First name	Last name	Company / Organisation
Sabina	Saksena	GS1 US
Pat.	Salmonese	GXS, INC.
Jean	Sargent	University Kentucky Healthcare
Paul	Schmidt	Accenture
Ronald	Schneider	Dept of Veterans Affairs
Dan	Schultz	FDA/Center for Devices and Radiological Health
Jeffrey	Secunda	AdvaMed
Anthony	Sieh	Abbott Laboratories
John	Signorin	Novo Nordisk Inc.
George	Simeon	GS1 Global Office
Chris	Slater	Leeds Teaching Hospitals NHS Trust
Lynda	Smith	Arrow International, Inc.
Monica	Soler	GS1 Spain
Debbie	Sprindzunas	AHRMM
Peggy	Staver	Pfizer Inc
Melissa	Sullivan	Teleflex Medical
Mick	Sutherland	CSL Behring LLC
Steve	Tadevich	McKesson Corporation
Michael	Tamegger	Orthopaedic Hospital Speising GmbH
Sylvia	Tamegger	Orthopaedic Hospital Speising GmbH
John	Terwilliger	Abbott
Kimberly	Thomas	EMD Serono, Inc.
Chris	Tucker	Veterans Administration
David	Turner	Novation LLC
Jose	Urquijo	Teleflex Medical
Michel	van der Heijden	Apotelesma
Rob	Van Exan	Sanofi Pasteur Limited
Reena	Varughese	Northwestern University ClinicalResearch
Michael	Ventura	GlaxoSmithKline
Liliana	Villalpando	GS1 Mexico
Becky	Walkinshaw	The Ohio State University Medical Center
Mike	Wallace	Abbott Laboratories
Dorothy	Ward	Canadian Blood Services
Markus	Weinert	Aesculap AG
Tomas	Wennebo	GS1 Sweden
Thomas	Werthwine	Johnson & Johnson Health Care Systems Inc
Susan	Wetzel	Johnson & Johnson Health Care Systems
Judy	White	Ecolab/Microtek Medical, Inc.
Jim	Willmott	Smiths Medical
MJ	Wylie	GHX
Linda	Young	AIM Global
Volker	Zeinar	B. Braun Group
Heather	Zenk	AmerisourceBergen
Barbara	Zenner	eCommerce Baxter Healthcare
Douglas E.	Zuniga	St. Jude Medical, CRMD