



Benefits and Challenges of GS1 DataMatrix Implementation

March/2010



Agenda

01. Institutional

02. Implementation Benefits

03. Eurofarma Hospital Division

04. GS1 DataMatrix Benefits

05. Support GS1 Brasil

06. Industry Vision

07. Technologies comparison

08. Technologies definition

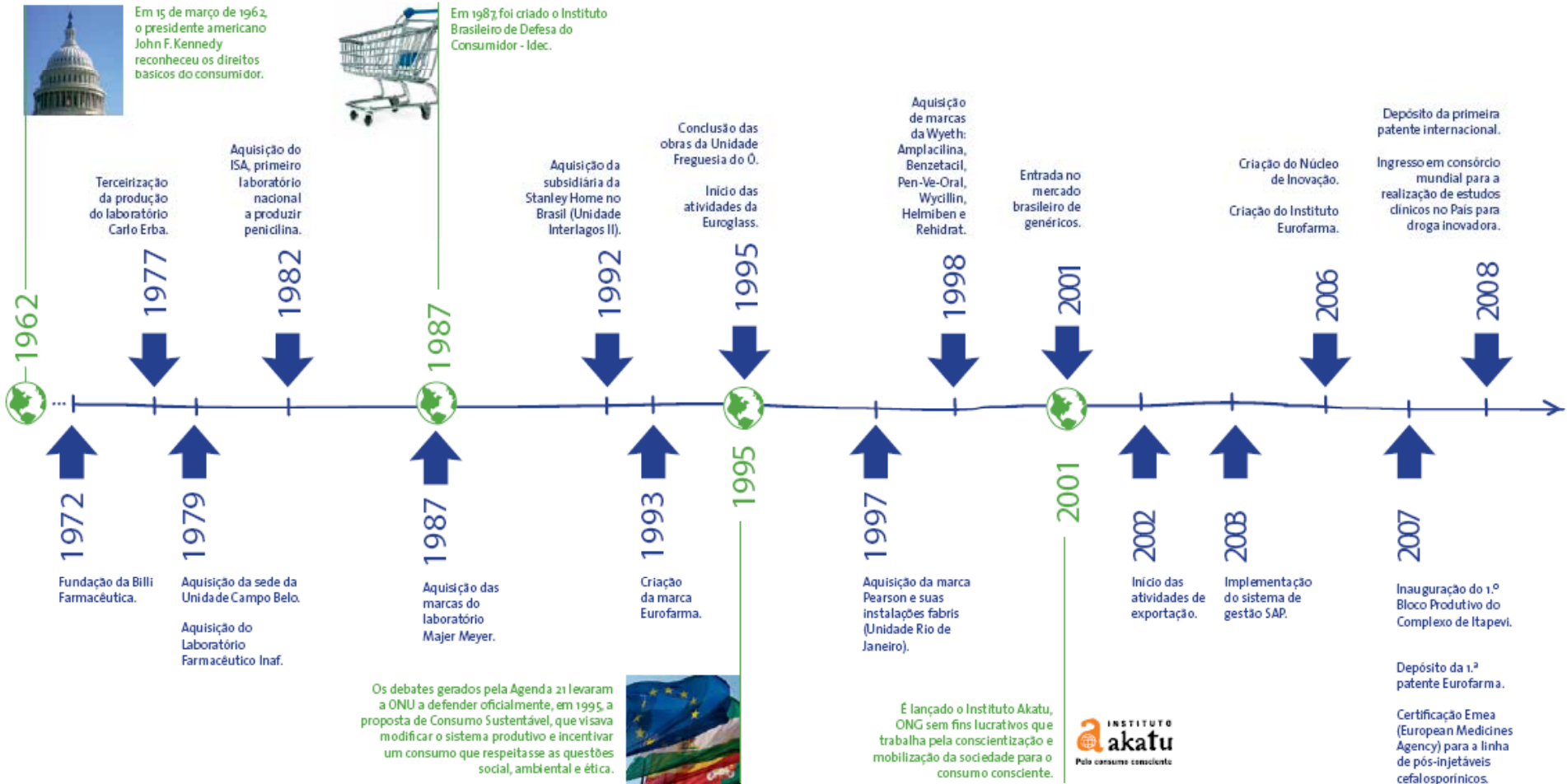
09. Production tests

10. Investments

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12. Results

Institutional



ANOS 70 – CONSUMO VERDE



ANOS 80/92 – CONSUMO SUSTENTÁVEL



92/2000 – CONSUMO RESPONSÁVEL



2001 EM DIANTE – CONSUMO CONSCIENTE



Institutional



Vision



“In 2015 we will be among the top three pharmaceutical companies in Brazil's market share with own innovative products and present with own brands, covering 90% of the Latin American market”



Business Units

- ✓ Hospital
- ✓ Bidding
- ✓ Prescription Drugs
- ✓ Oncology
- ✓ Veterinary (Pearson)
- ✓ Generic Drugs
- ✓ Exportation
- ✓ Euroglass
- ✓ Outsourcing

Hospital Division Traceability Pioneer

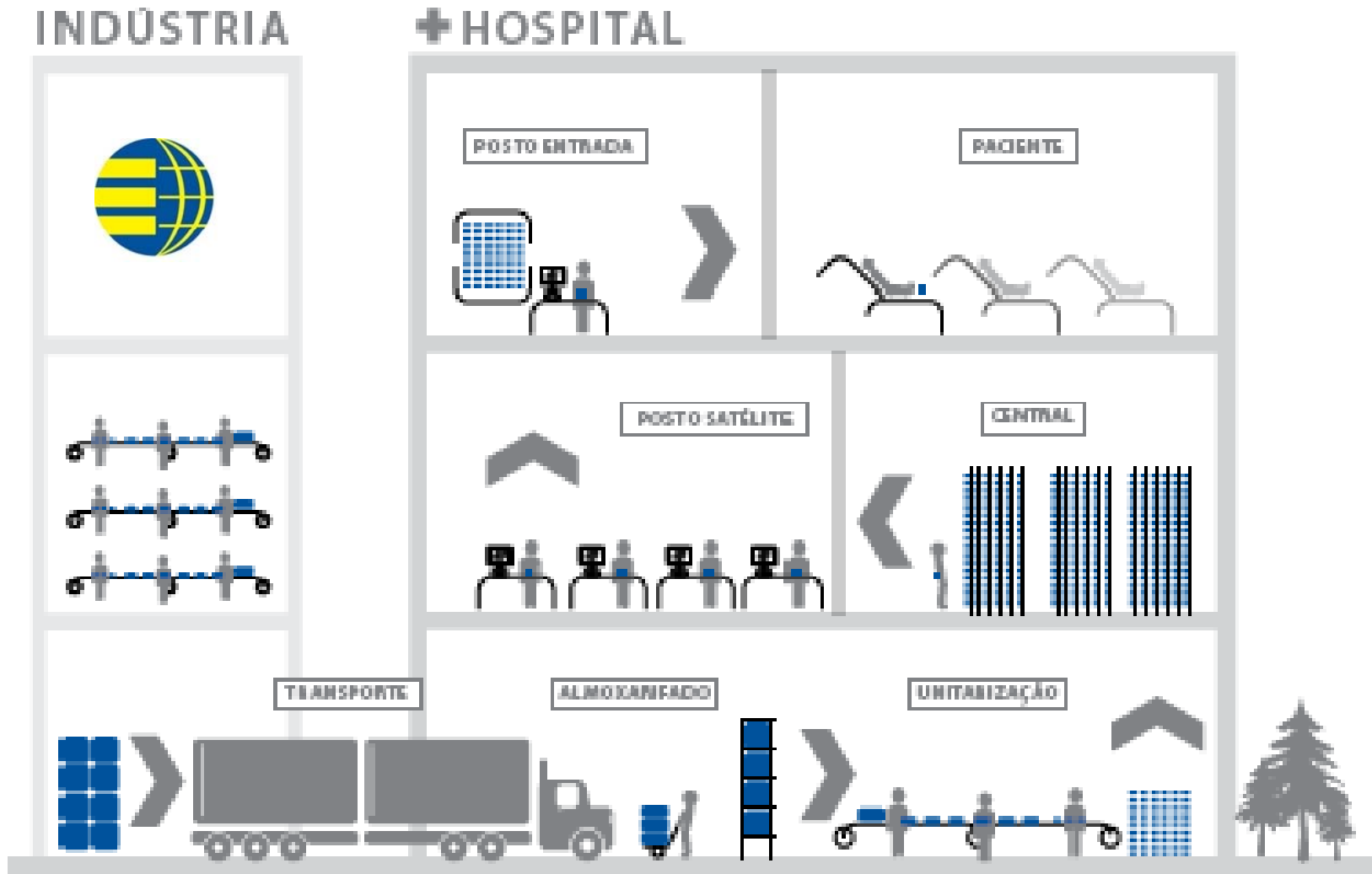


- ✓ 70 Sellers Representatives
- ✓ Portfolio: antibiotics, anti-ulcer, anesthetics, anticoagulants and anti-inflammatory.

✓ Attending Hospitals needs, Eurofarma has implemented GS1 DataMatrix on primary packaging.

✓ Service: Safer Eurofarma Products.

Hospital Division Traceability Pioneer



Benefits

- ✓ Errors reduction
- ✓ Avoid unitarization rework
- ✓ Hospital costs reduction
- ✓ Important tool for obtaining hospital accreditation
- ✓ Increase patient and health professionals safety



GS1 Brasil Certification



✓ Eurofarma is the first industry to obtain

GS1 DataMatrix Certification

Products: Ceftriaxona e teicoplanina



✓ Technical assistance in the GS1 DataMatrix code implementation.

✓ Technical assistance in the dissemination of GS1 DataMatrix benefits.

Communication



EUROFARMA HOSPITALAR
TODAS AS AMPOLAS
E FRASCOS-AMPOLA VEM COM:
Mais segurança para o paciente
Menos retrabalho para o hospital



Agora ficou mais fácil
"seguir todos os passos"
de um medicamento

COO13107624



DESCUBRA ESTE
CÓDIGO COM
SEU CELULAR*

*Para visualizar a mensagem,
é preciso baixar o programa
Keynote Reader
(<http://reader.keynote.com/>)
no seu celular



Industrial Team Vision



✓ **Implement the 2-dimensional coding system in all labeling equipment of hospitals products line.**



Technologies Comparison

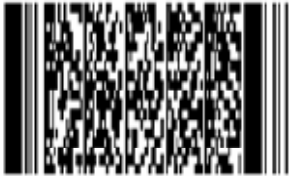
60
alphanumeric
characters

CODE 39



+

PDF417



ABCDEGX-N123456789-ABCDEFGHIJYD123456-5XXYY-123456789-1244

DATA MATRIX

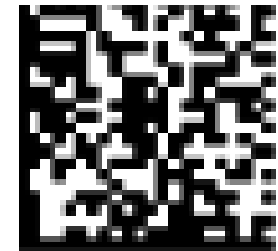


ABCDEGX-N123456789-ABCDEFGHIJYD123456-5XXYY-123456789-1244

Technologies definition

- **2-dimensional Barcode - GS1 DataMatrix**

Characteristics:



- ✓ **High storage capacity**
- ✓ **Auto-correction,**
- ✓ **Image readable**
- ✓ **Mainly applied for products identification and traceability.**
- ✓ **Direct part marking (without labels).**

What is a 2-dimensional code?

- ✓ It a graphic representation of any digital data in a 2-dimensional format, with high decoding information capacity, that can be read by optical equipment.



DATABAR



GS1 DATAMATRIX

Print Technology: 2D code

✓ Laser printing

✓ Ink jet printing



✓ Thermal printing



(Application on paper or plastic)



Technology definition

- 1. Equipment Performance**
- 2. Printing Quality**
- 3. Printing Speed**
- 4. Flexibility and Reliability**
- 5. Equipment Cost**
- 6. Consumables Cost**

Tests



Technical Information



(01) GTIN = 07891317210290

(11) Production = 301108

(17) Expiry = 101100

(10) Lot/Batch = 113477A

0107891317210290113011081710110010113477A

Changes we have made



1. C128 position



2. C128 position change

Technical Data



Production Line	Speed
Betalactâmicos	2.500 vial/h
LIBRA	18.000 vial/h
MD 150	9.000 vial/h
MD 300	18.000 vial/h
Injecting Liquids	9.000 vial/h
Newman	24.000 vial/h
Plumat	800 bag/h
Versa	3.600 syringe/h



Investments

1. Thermal transfer equipments
2. Ink Jets
3. Scanners
4. Installation
5. Software
6. Employee training

USD\$ 230.000,00



Challenges

1. Understand the technology
2. Software customization
3. Cultural changing at production line
4. After deployment management.



Results



● Importante ferramenta para obtenção da Acreditação Hospitalar.



Thank you!

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