



Closing Remarks

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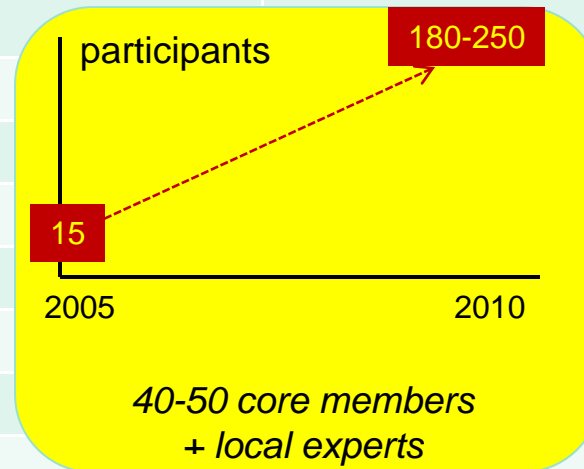
- GS1 Healthcare Tri-Chair –

16. Global GS1 Healthcare Conference
Sao Paulo, Brazil, March 2010

B | BRAUN
SHARING EXPERTISE

Take a look to the past

		Europe	North Am.	Asia Pacific	South/Latin A.
1	2005		Princeton (US)		
2		Brussels (BE)			
3			Princeton (US)		
4	2006	Rome (I)			
5			Minneapolis (US)		
6		Paris (F)			
7	2007	Berlin (DE)			
8			Orlando (US)		
9		London (UK)			
10	2008	Granada (E)			
11			Toronto (CAN)		
12				Tokyo (JP)	
13	2009	Vienna (AT)			
14			Washington (US)		
15				Hong Kong (CN)	
16	2010				Sao Paulo (BR)
17		Geneva (CH)			
18				XXX	



Focus on :

Mission, Vision,
Roadmaps,
,self finding'

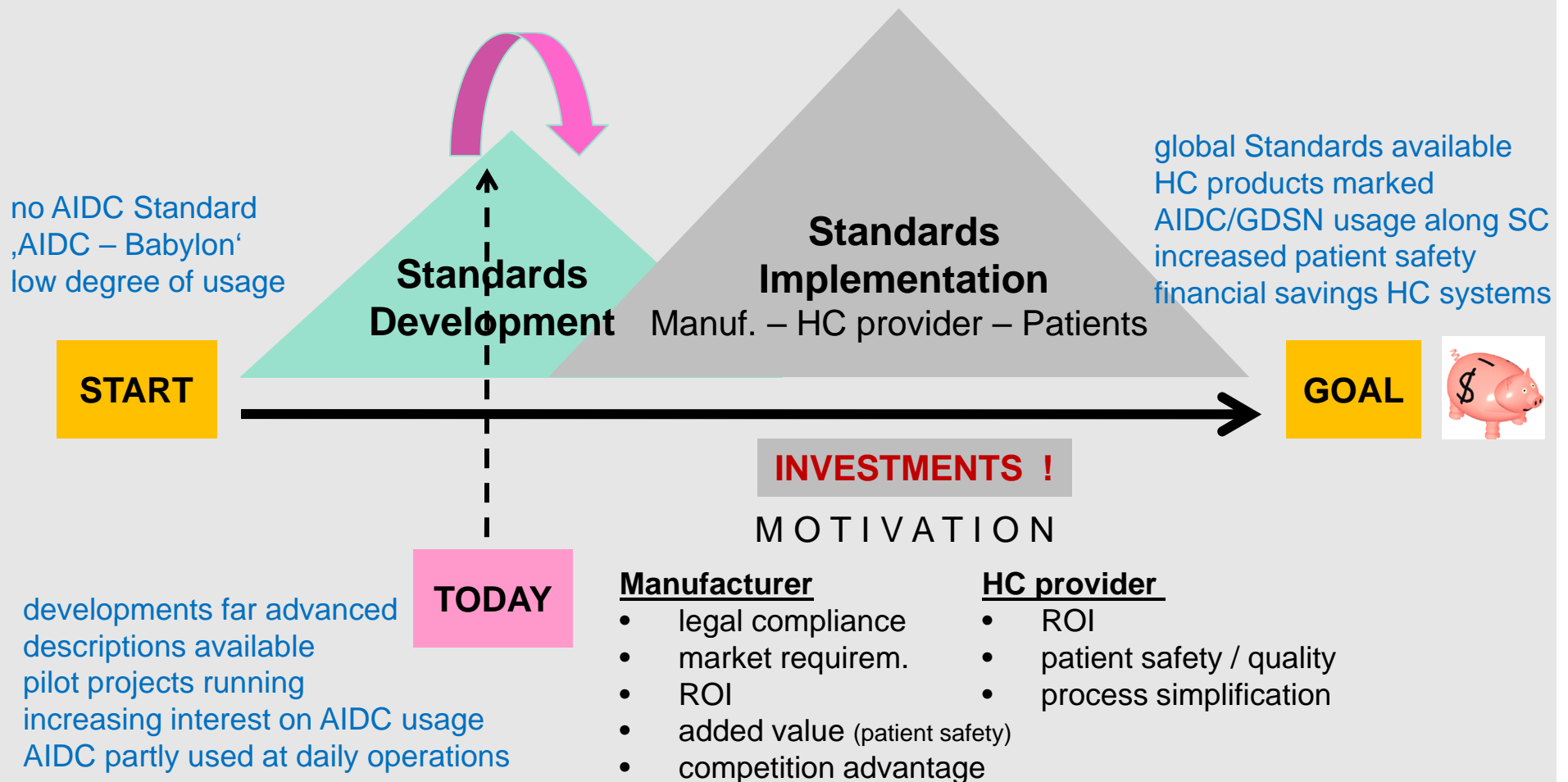
Standards
Development

**time to
change**

Std. Adoption,
Implementation

Where do we are today ?

- AIDC Standards – the long path from the development up to the implementation !



Where do we have to go ?

manufacturer

- **top-management support**
- global project organization / cross-functional
- **technical feasibility studies**
pack. material, print technology, ink, impact on prod.speed,, ...
- **investment planning + release**
- new hardware / software (for in-line printing)
- label artwork / packaging paper
- technical engineering efforts
(HW installation, lines 7 days/24h in use, ...)
- test trials
- **measurements to fulfill quality requirements**
(e.g. in full-autom. pack. lines, how to handle faults)
- **process qualification and validation**
- documentation
(drawings, process descriptions, notified bodies, ...)
- data maintenance + exchange
- ...

Implementation - the real challenge -



healthcare provider

- **top-management support**
- project organization / cross-functional
- process impact assessment
- **investment planning + release**
- new hardware / software
- **new processes like 'bedside scanning'**
- **check impact on existing processes**
- 'blind trust' on auto-ID ?
- connection of isolated IT systems
- test trials
- data maintenance + exchange
- **staff training (and conviction)**
- tools to assess the outcome
- ...

time consuming – complex – costly !

One can also reach big aims in small steps !

- believe in global standards
 - pre-requisite : to be familiar with global standards (matter of course)
- understand your business partner needs
- start implementation now,
 - do not wait for ever until the 100% perfect solution will be available
- implement stepwise
- benefit from experiences / best practice use cases
- share your expertise
- keep engaged or become engaged in GS1 Healthcare (global/local)

Start to move from the vision to the reality !

Thank you very much for your interest, your engagement and ongoing support !

- Volker Zeinar -