



Overview of Healthcare activities in Colombia

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Giovanni Biffi - GS1 Colombia

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Experiences in hospitals

Implementation of the unit doses identification and identification in patients with bar codes for traceability

- Public Sector: Hospital Universitario de la Samaritana
- Private Sector: Fundación Clínica Valle del Lili



Unit doses identification





Scope:

- Increase the effectiveness of the purchase process by licitation (using bar codes)
- Receive, warehousing process and re-packing medicines in unit doses
- Delivery of medicines to the different dependencies of the hospital
- Delivery medicines to the patients
- Identification of patients and employees personal of the hospital



Scope:

- Efficiency of the purchase process of pharmaceutical products (EDI)
- Receive, warehousing process and packing medicines in unit doses
- Delivery of medicines to the different dependencies of the hospital
- Sensibilization process to assistance personal and pharmacies workers in order to help them, to understand the benefits in the use of the EAN.UCC standard
- Identification of patients and employees of the hospital

Some Pictures





Some Pictures





Some Pictures





Some Pictures





Challenges

Mark from Origin: currently hospitals are assuming the whole cost of the marking process. GS1 help them to identify the business model

Cost: the use of RSS increased the technological costs mainly due to the readers prices

Software: health software are not ready to work with EAN.UCC system

Cultural Change: resistance to the change, corruption...



Other Activities

- Initiative in the implementation of EPC in a laboratory and a distributor.
- Measurement of out of stocks in retailers and drugstores
- Work with the biggest buyer of medical products for using the EAN.UCC system. (Seguro Social)



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