



The Global Language of Business

Programme

GS1 Global Healthcare Conference

The Power of Global Standards in Healthcare

Mexico City, 21 – 23 April 2015





Global GS1 Healthcare Conference

Mexico City, 21 – 23 April 2015

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WWW

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www.gs1.org/mexico2015



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Hashtag: #GS1HCmx



Contents

Acknowledgements	3
Week at a glance	4
Vice-President's welcome message	5
Agenda	6
General information & contacts	14
Floor plan	16
Explore Mexico City	17
Conference speakers	21

Acknowledgements

This conference is hosted by



Sponsors





Week at a glance

Tuesday 21 April 2015	Wednesday 22 April 2015	Thursday 23 April 2015
Introduction to GS1 standards in healthcare		
Hospital Implementation Plenary	Traceability Plenary	Unique Device Identification and regulatory Track & Trace initiatives for Medical Devices Plenary
	Ask the Experts	
General lunch or HPAC working lunch (Healthcare Provider Advisory Council)	General lunch or Introduction to EPCIS working lunch	Closing plenary
Implementation reality sessions on: - hospital implementations, or - bedside scanning, or - public policy (pharmaceuticals)	Implementation reality sessions on: - EPCIS, or - traceability, or - introduction to UDI, or - public policy (medical devices)	
Poster cocktail	Networking event	



Vice-President's welcome message

The Power of Global Standards in Healthcare



It is our pleasure to welcome you to our Global GS1 Healthcare Conference in Mexico City, for an exciting and enriching week.

We also have the immense honour of welcoming COFE-PRIS (Comisión Federal para la Protección contra Riesgos Sanitarios - Mexican Health Authority) who will open the conference.

Our event features a truly diverse programme, with many international experts presenting the latest regulatory and industry developments. There are valuable new insights to be gained from best practice in areas ranging from industry trends in hospital implementation, unique device identification and traceability to public policy. Traceability is today a focus for many stakeholders in healthcare. Worldwide regulations and related implementations are evolving: in Europe with the Falsified Medicine Directive (FMD), the U.S. with the Drug Supply Chain Security Act (DSCSA), Brasil with the ANVISA regulation, the APEC roadmap for Global Medical Product Integrity and Supply Chain Security and many others.

This three-day programme alternates between plenary sessions, breakouts that focus on implementation reality, and working lunches centring on different aspects of patient safety and supply chain efficiency.

We encourage you to actively participate in the discussions, share your experiences and ask all your questions.

Networking is of course another key feature of the week and we strongly encourage you to connect with your peers during all the breaks and join us also at The Mexico City Bankers Club for our Networking Event on Wednesday evening.

A special thanks to **GS1 Mexico City** for hosting this conference and to **Saphety, Wedo, T21 and DHL Supply Chain** for sponsoring the event.

Thank you for participating in the 27th Global GS1 Healthcare Conference in Mexico City. We hope you will have an interesting, challenging and enlightening few days!

A handwritten signature in blue ink that reads "Ulrike Kreysa".

Ulrike Kreysa
Vice President Healthcare
GS1 Global Office



Agenda

Tuesday, 21 April

7:30 – 9:00	Registration & welcome coffee	Castillo Lobby
8:00 – 8:45	INTRODUCTION SESSION A starter session on GS1 standards <i>Global standards to Identify, Capture and Share</i>	Castillo A1-A4
9:00 – 12:45	OPENING PLENARY SESSION – Hospital Implementation <i>A session for both suppliers and providers, to learn about hospital implementations from around the world</i>	Castillo A1-A4
9:00 – 9:10	<i>Welcome to conference</i> Marianne Timmons , President Industry Engagement, GS1 Global Office Mario de Agüero , CEO, GS1 Mexico	
9:10 – 9:20	<i>Key address</i> Maestro Mikel Arriola Peñalosa , COFEPRIS, Mexico Secretaría de Salud	
9:20 – 10:00	<i>GS1 Healthcare working with hospitals, pharmacies and patients</i> Steve Capel , Director Global CRM Process Excellence, Medtronic, UK Grant Courtney , Strategy and Advocacy Manager, GSK, UK Jeffery Denton , Sr. Director, Global Secure Supply Chain, AmerisourceBergen, U.S. Lewis Kontnik , Strategic Advisor, Frequentz, U.S. Feargal Mc Groarty , Project Manager, St James's Hospital, Ireland Mike Wallace , Global Standards & Serialisation Director, Abbott, U.S.	
10:00 – 10:30	<i>Improved patient safety using GS1 standards</i> Feargal Mc Groarty , Project Manager, St. James's Hospital, Ireland	
10:30 – 11:00	Coffee Break	Castillo Lobby



Castillo A1-A4

11:00 – 11:20	<i>Implementation of traceability in a hospital pharmacy</i> Dra. Estela Izquierdo , Chief of Pharmacy, Sanatorio Güemes, Argentina
11:20 – 11:40	<i>IHF and GS1 working together – Implementation in French hospitals</i> Jean-Michel Descoutures , International Hospital Federation (IHF)
11:40 – 12:00	<i>Patient Safety through traceability of pharmaceutical products using GS1 standards</i> Victor López , Head Supply Chain Manager, Fundación Valle del Lili, Colombia
12:00 – 12:45	<i>Healthcare Provider Advisory Council (HPAC) Award presentations: Case Study Award and Recognition Award</i>

General Lunch or

Foyer Aztlán

12:45 – 14:00

HPAC Working Lunch – a dedicated session for healthcare providers (ON INVITATION ONLY)

A workshop for representatives from hospitals, pharmacies or GPOs, to help us understand your needs in the healthcare provider environment. Help us help you by providing insights and opinions on how GS1 standards can support and help you in your daily life. What are the drivers for implementing GS1 standards? What are the barriers? How can we better tailor the approach to your needs?

Feria B+C

14:00 – 15:30

IMPLEMENTATION REALITY SESSION – Round 1

Castillo A3-A4

1. Where and how to start implementing GS1 standards in a hospital

In this session, providers who have implemented GS1 standards in the care giving environment will share their experiences and advice: where to start, why, drivers, sponsorship and funding, the good, the bad and the ugly of implementation realities.

Moderator: **Feargal Mc Groarty**, St. James's Hospital, Ireland

Panellists: **Pauline Biggane**, Health Service Executive, Ireland; **François Bisch**, CHU de Pointe-a-Pitre, France; **Justin Bitter**, Bernhoven Hospital, The Netherlands

Castillo A1-A2

2. Bedside scanning

The purpose of this session is to highlight the reasons for implementing bedside scanning and how to undertake the project.

Topics discussed will include:

- External and internal drivers for hospitals to plan for the introduction of bedside scanning and related benefits like reducing medical errors, improving quality of care, traceability...
- Implementation considerations that are key to success like:
 - Suppliers role in identification of medication
 - Patient and caregiver identification
 - Costs - initial and ongoing interoperability of systems

Moderator: **Doris Nessim**, GS1 Canada

Panellists: **Grant Courtney**, GSK; **John King**, Healthcare Executive Consultant; **Heidi Wimmers**, Hospital Alemán, Argentina

Feria B+C

3. Public Policy work group – Pharmaceuticals & Vaccines

Regulatory requirements and initiatives from around the world related to pharmaceuticals and vaccines – normally a closed group; it is only open for this session.

Presenter: **Géraldine Lissalde-Bonnet**, GS1 Global Office

15:30 – 16:00 **Coffee Break**

Castillo Lobby

16:00 – 17:30 **IMPLEMENTATION REALITY SESSION – Round 2**

Castillo A3-A4

1. Where and how to start implementing GS1 standards in a hospital (see Round 1)

Castillo A1-A2

2. Bedside scanning

17:30 – 18:30 **Poster cocktail**

Foyer Aztlán

17:30 – 19:00 **International Government Healthcare Supply Chain ThinkTank (ON INVITATION ONLY)**

Open to international government healthcare organisations – discussions will be held under the Chatham House Rule

Feria B+C



Wednesday, 22 April

8:30 – 9:00	Welcome Coffee	Castillo Lobby
9:00 – 10:55	PLENARY SESSION – Traceability <i>Traceability is today a focus of many regulatory bodies, and worldwide regulations and activities are evolving. This session discusses traceability and authentication, counterfeiting and the need to get the original product to the patient.</i>	Castillo A1-A4
9:00 – 9:30	<i>U.S. Drug Supply Chain Security Act update</i> Connie Jung , Associate Director, U.S. FDA	
9:30 – 9:50	<i>Rx360 Traceability Data Exchange Architecture (TDEA) Work Group</i> Lloyd Mager , Programme Manager Supply Chain Strategic Initiatives, AbbVie, U.S.	
9:50 – 10:20	<i>Brazilian Serialisation and Traceability Regulation – Challenges and Opportunities</i> Leandro Oliveira , Serialisation and Traceability Manager, Johnson & Johnson, Brazil	
10:20 – 10:40	<i>APEC Roadmap and the Work Group on Track & Trace</i> Connie Jung , Associate Director, U.S. FDA	
10:40 – 10:55	<i>ABAC pilot</i> John Steele , Senior Director, International Government Affairs, Eli Lilly and Company, U.S.	
10:55 – 11:30	Coffee Break	Castillo Lobby
11:30 – 13:00	ASK THE EXPERTS – Concurrent breakout sessions	Castillo A3-A4
	1. Identification and marking of multi-country packaging Grant Courtney , GSK	Feria B+C
	2. Marking with GS1 DataMatrix Chuck Biss , GS1 Global Office; Daniel Chaves , CEFA, Central Farmacéutica Costa Rica	

Castillo A1-A2

3. Serialisation

Peggy Staver, Pfizer, U.S.

General lunch or

Foyer Aztlán

13:00 – 14:00

Electronic Product Code Information Service (EPCIS) for lunch: introduction to the WHAT, WHEN, WHERE and WHY of supply chain visibility

This session will serve as a high-level introduction to EPCIS, in order to ensure that participants of the afternoon's EPCIS "implementation reality" breakout are equipped with the necessary pre-requisite knowledge. EPCIS is a GS1 standard which enables trading partners to share information about the movements and whereabouts of products and assets through the supply chain.

Presenter: **Craig Alan Repec**, GS1 Global Office

Feria B+C

14:00 – 15:30

IMPLEMENTATION REALITY SESSION – Round 1

Castillo A1-A2

1. EPCIS enabling interoperable data exchange for traceability

Building upon the lunchtime overview of EPCIS, this session takes a closer look at how EPCIS can be applied to a wide range of business processes in different supply chain scenarios, in order to satisfy regulatory requirements for chain of custody, while at the same time leveraging the resulting visibility to improve operational efficiency and increase supply chain security.

Moderators: **Lloyd Mager**, AbbVie; **Scott Mooney**, McKesson

Castillo A3-A4

2. Traceability of pharmaceuticals

In this session those who have implemented traceability of pharmaceutical products using GS1 standards will share their experiences and advice on the challenges they faced and how they were overcome. In addition they will share some of the benefits realised or anticipated from the implementation of traceability.

Moderators: **Grant Courtney**, GSK; **Peggy Staver**, Pfizer



Feria B+C

3. Unique Device Identification (UDI): introductory session – AIDC & GDSN

UDI aims to establish a single device identification system that is consistent, unambiguous and globally standardised. The session provides an introduction of the benefits and implementations of UDI.

Moderator: **Jackie Elkin**, Medtronic

Panellists: **Pete Alvarez**, GS1 Global Office; **Chuck Biss**, GS1 Global Office;
David Brooks, Covidien

15:30 – 16:00

Coffee Break

Castillo Lobby

16:00 – 17:30

IMPLEMENTATION REALITY SESSION – Round 2

Castillo A1-A2

1. EPCIS enabling interoperable data exchange for traceability (see Round 1)

Castillo A3-A4

2. Traceability of pharmaceuticals (see Round 1)

Feria B+C

3. Public Policy – Medical Devices

Regulatory requirements and initiatives from around the world related to medical devices – normally a closed group; it is only open for this session.

Presenter: **Géraldine Lissalde-Bonnet**, GS1 Global Office

18:30 – 23:30

Networking event:
Busses depart hotel lobby at 18:30

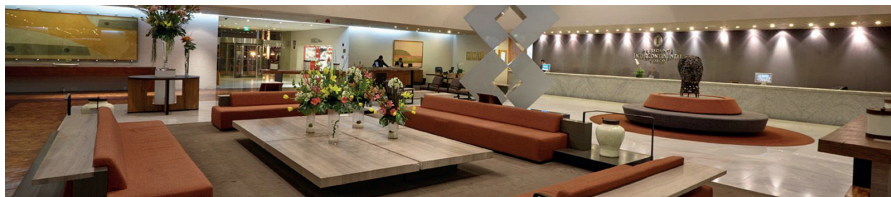
Thursday, 23 April

8:30 – 9:00		Welcome Coffee	Castillo Lobby
9:00 – 11:10		PLENARY SESSION – Unique Device Identification and regulatory Track & Trace initiatives for Medical Devices <i>UDI aims to establish a single device identification system that is consistent, unambiguous and globally standardised. The session provides an overview of the status on UDI across the world and informs on other initiatives regarding track & trace for medical devices.</i>	Castillo A1-A4
9:00 – 9:20	<i>UDI rule update</i>	Linda Sigg , U.S. FDA	
9:20 – 9:50	<i>Experiences and challenges of implementation of the UDI rule</i>	Jay Crowley , Vice President and UDI Practice Leader, USDM Life Sciences, U.S.	
9:50 – 10:10	<i>Strategy and results (roadmap) for UDI</i>	Ben Moscovitch , Officer, Medical Devices, The Pew Charitable Trusts, U.S.	
10:10 – 10:30	<i>Implementation of GS1 standards</i>	Juan Pablo Solis , Regional Director, BD, Mexico	
10:30 – 10:50	<i>ANMAT regulation for medical devices</i>	Andrea Rodriguez , Regulatory Affairs Manager, Medtronic, Argentina	
10:50 – 11:10	<i>Leveraging the “G” in the Global Data Synchronisation Network</i>	Nick Manzo , Global Sr. Director of Industry Development, 1WorldSync, U.S. MJ Wylie , Global GDSN Deployment, Johnson & Johnson, U.S.	
11:10 – 11:40		Coffee Break	Castillo Lobby



11:40 – 12:40		CLOSING PLENARY
		Castillo A1-A4
11:40 – 12:10	<i>USAID DELIVER PROJECT piloting GS1 standards</i> Muhammad Tariq , Country Director, JSI, Pakistan	
12:10 – 12:20	<i>Invitation to next conference in Budapest</i> Zsófia Burányi , PR and Marketing Manager, GS1 Hungary	
12:20 – 12:40	<i>Closing remarks</i> Steve Capel , GS1 Healthcare Tri-Chair	

General information & contacts



Conference venue

Intercontinental Hotel Presidente

Campos Eliseos 218, 11560 - Mexico City - Mexico

Internet access

High speed wireless internet is available for all participants for a daily charge of \$18 pp. Participants will need to purchase their internet voucher at the reception desk of the hotel.

Hotel guests can book a Value Package for \$25.00 per day, which includes high speed wireless internet, local calls, bottle water, late check-out and a daily garment press or laundry.

Dress code

Conference: business

Networking Event: smart casual

Meeting rooms

All sessions take place on 4th floor

Plenary sessions: Castillo A1-A4

Working Lunches (HPAC & EPCIS): Feria B+C

General Lunch: Foyer Aztlán (3rd floor)

Implementation Reality Sessions: Castillo A1-A2 & Castillo A3-A4 & Feria B+C

Public Policy Sessions: Feria B+C

Ask the experts: Castillo A1-A2 & Castillo A3-A4 & Feria B+C

Poster Cocktail: Foyer Aztlán (3rd floor)



Contact

Conference enquiries



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pcabrera@gs1mexico.org

Poster Cocktail

Join us on Tuesday 21 April from 17:30 – 18:30, enjoy a cocktail, and discover the latest GS1 Healthcare implementations and initiatives developed by GS1 Member Organisations. Don't forget to vote for your favourite poster and attend the networking event to find out who won! www.gs1.org/mexico2015



Networking Event

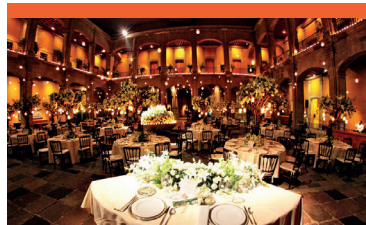
At the conclusion of Wednesday's meeting, enjoy some networking time with your fellow attendees at The Mexico City Bankers Club.

Schedule

18:30	Hotel departure by bus. Meeting point hotel lobby
19:00 – 19:30	Buses arrives at the Mexico City Bankers Club
22:00 – 23:30	Buses departs Banker's Club every 30 minutes from 22:00 until 23:30. The bus ride back to the hotel takes around 30 minutes.

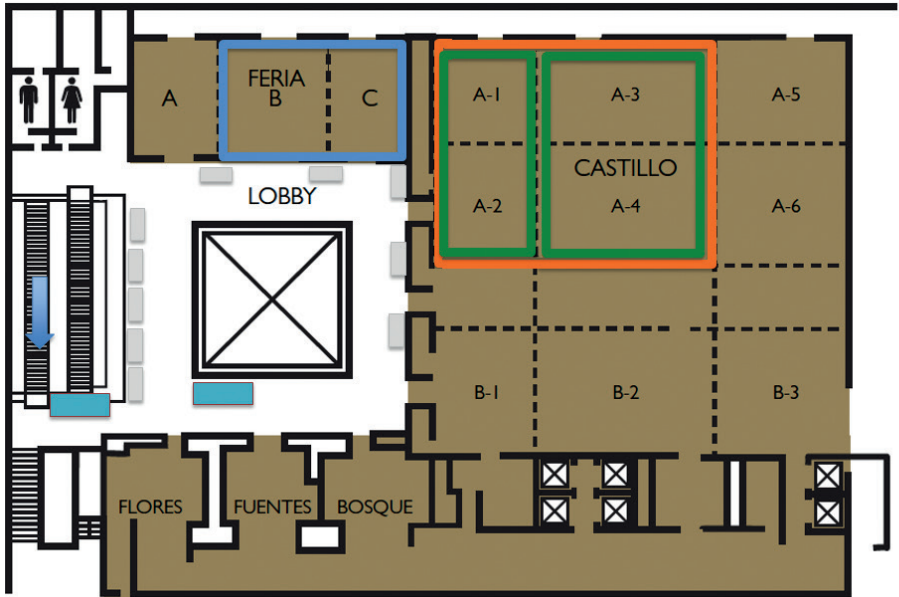
Address



The Mexico City Bankers Club
16 de Septiembre #27, Centro Histórico
C.P. 06000, México D.F.





Floor plan

4th floor



-  Plenary + Implementation Reality Sessions
-  Implementation Reality Sessions + Ask the Experts

-  Public Policy sessions + Think Tank + Ask the Experts + Implementation Reality Sessions
-  Registration Desk



Explore Mexico City

Mexico City, the capital of Mexico, is one of the oldest, largest and highest cities of the American continent. Mexico City is rich with culture and offers plenty for visitors to see and do.

Weather in Mexico

Mexico City has a subtropical highland climate, with warm summers and mild winters, and an annual average temperature of 64°F (18°C). Seasonal variations in temperature are small, but May is the warmest month of the year, and January the coldest, when night frosts are possible.

The month of April is warm and fairly dry with daily highs of around 80°F (27 °C) throughout the month.

Mexico City attractions

The Plaza de la Constitución, or Zocalo

At the heart of the city, it is one of the largest public squares in the world.

Catedral Metropolitana (Metropolitan Cathedral)

The enormous cathedral on the North side of the Zocalo was built over a period of 250 years and has a mixture of architectural styles.

Palacio de Bellas Artes

This grandiose theater was planned to commemorate the centenary of Mexican independence in 1910, but was not completed until 1934. It contains murals by Diego Rivera, José Clemente Orozco, David Alfaro Siqueiros and Rufino Tamayo.



Palacio de Bellas Artes



Coyoacán

Coyoacán

Coyoacán's tree-lined cobblestone streets, colonial-era estates hidden behind high walls and several interesting churches, museums and artisans' markets make it

one of the most pleasant places to visit in the capital. Visit La Casa Azul (The Blue House), former home of Mexican artist Frida Kahlo converted into a museum.

Pirámides Teotihuacán

The “city of Gods” preserves the remains of one of the most important civilisations in Mesoamerica. You will be amazed by the beautiful constructions and by the mystery kept within the wall of the Pyramid of the Sun, the Temple of Quetzalpapalotl, the Avenue of the Dead and the buildings surrounding them.



Pirámides Teotihuacán

Restaurants in Mexico City

At hotel:

Au Pied De Cochon

Au Pied de Cochon, a replica of the renowned brasserie in Paris, is open around the clock and offers a variety of seafood and French classics. The restaurant offers its clientele semi private rooms, private rooms and a magnificent terrace where families, businesses and all kinds of social events are served.

Serves: Breakfast | Lunch | Dinner

The Palm

The Palm, with a flair of New York, features honest, satisfying dishes such as prime aged steaks and jumbo Nova Scotia lobsters.

Serves: Lunch | Dinner

Alfredo Di Roma

Alfredo di Roma is devoted to maintaining the high standard of extremely authentic Italian cuisine and preserving the original recipe of Fettuccini Alfredo.

Serves: Lunch | Dinner

Zhen Shanghai

Zhen Shanghai is where Chinese chefs offer authentic Cantonese cuisine and recreate the flavors of their homeland.

Serves: Lunch | Dinner



Balmoral

Balmoral is the quintessential British tearoom, serving breakfast, a light lunch menu, dinner and afternoon tea, plus homemade desserts.

Serves: Breakfast | Lunch | Dinner

Frutas Y Flores

Frutas y Flores is our all day dining restaurant with a complete breakfast buffet, lunch and a la carte dinner.

Serves: Breakfast | Lunch | Dinner

Close to hotel:

Dulce Patria

Mexican Food, located in Polanco, close to hotel.

Anatole France 100

Tel: (55) 3300 3950

Aguila Y Sol

Mexican Food, located in Polanco, close to hotel.

Emilio Castelar 127

Tel: 555-281-83-54

Ivoire

French Food, located in Polanco, close to hotel.

Emilio castelar 95

Tel: 555-280-04-77

Azul Historico

Mexican Food, located Downtown, 20 minutes from hotel

Isabel La Catolica 30 | Col. Centro Histórico, Mexico City 06000

Tel: 555-10-13-16

Useful Information

Time zone

Mexico is located on the Central Standard Time Zone, UTC -6.
Currently, there is a 7 hour difference with Europe, 6 hour difference with UK,
1 hour delay with U.S. East Coast.

Electricity

Mexico's electricity system and most plugs are the same as in the U.S.: 120 V; 60 Hz; with two flat prongs.

Telephone

Country access code for Mexico is +52.

Language

Spanish. Many Mexicans working in the tourist industry can speak English.

Currency

The currency in Mexico is the Mexican peso (sign: \$; code: MXN).
100 MXN = 6 USD = 6 €

Tipping

Tipping in Mexico is common - even expected and appreciated in return for good service. Generally tipping 10% - 15% is normal in restaurants.

Smoking

Following a smoking ban, it is forbidden to smoke indoors.





Conference speakers



Mario de Agüero Servín, *CEO, GS1 Mexico*

Mario de Agüero currently serves as CEO of GS1 Mexico, promoting the adoption of standards in new areas and implementing new solutions. Prior to GS1, Mario has worked in different industries such as fishing, medical devices and consumer goods. He holds several degrees from IPADE, TEC, Harvard and MIT.



Pauline Biggane, *Project Analyst, Health Service Executive (HSE)*

Pauline Biggane is a project analyst with the ICT Directorate of the HSE. Currently one of the projects Pauline is managing is the National Reusable Invasive Medical Devices (RIMD) / Endoscope Track and Trace Project. Working with clinicians and other healthcare professionals, Pauline has procured and implemented clinical IT solutions across acute hospitals in the HSE South East region for the benefit of patient safety and the improvement of service delivery. Through both her academic and practical experience, Pauline has developed expertise in change management, project planning, implementation and business process modelling. Pauline is trained as a Nurse and holds a degree in Healthcare Management with the Institute of Public Administration.



Zsófia Burányi, *PR and Marketing Manager, GS1 Hungary*

For the past 7 years, Zsófia has been PR & Marketing Manager at GS1 Hungary. She deals with the company's external, internal and international communication and activities such as implementing the new global brand image. She plays an active role in the introduction of the unique B2B2C services in the Hungarian market as well as in the extension of the professional network in different sectors such as Retail, Fresh Foods, Logistics or Healthcare, by managing significant visibility via publications and professional events.



Charles E. “Chuck” Biss, *Senior Director, AIDC Healthcare, GS1 Global Office*

Prior to GS1, Chuck was Senior Analyst – Markets & Industry Standardisation at Honeywell Scanning and Mobility and previously was Vice President of Verification Products. Active in the AIDC industry since 1973, he has focused on barcode, image analysis, scanning, verification and standards development, along with technical support / training and education. He was instrumental in developing the Quick Check® verifier product line. Chuck serves or has served on multiple National and International standards committees including 8 years as Chairman of ISO/IEC JTC 1/ SC 31 on AIDC. A charter member of the AIDC 100, in 2001 he received AIM Global's Richard R. Dilling Award and in 2013 the INCITS Exceptional International Leadership Award.

Chuck received his Bachelor's Degree in Photographic Science and Engineering from Rochester Institute of Technology, Rochester, NY.



Steve Capel, *Director Global CRM Process Excellence, Medtronic*

Over 20 years in the healthcare industry, he has been responsible for packaging artwork, eBusiness technologies, eCommerce in EMEA and most recently Customer Relationship Management platforms and processes globally.

One of the Tri-Chairs of the GS1 Healthcare Leadership Team having been an active LT member for the last 5 years.



Grant Courtney, *Strategy and Advocacy Manager, GlaxoSmithKline*

Grant is recognised for his extensive experience in product security, coding & serialisation, product development and supply chain solutions in the pharmaceutical industry, having spent the past 20 years working in these areas.

Grant has been an active member of EFPIA for several years advising on both manufacturing and supply chain related issues. In addition, Grant is a member of the GS1 Global Healthcare Leadership Team. He obtained a Business degree at the University of Hertfordshire Business School.



Jay Crowley, *Vice President and UDI Practice Leader, USDM Life Sciences.*

Jay was most recently Senior Advisor for Patient Safety in the Food and Drug Administration's Center for Devices and Radiological Health. Jay developed the framework and authored key requirements for the U.S. FDA's UDI system.

At USDM Life Sciences, Jay focuses exclusively on providing business process, technology and compliance solutions for the regulated life science industry.

Jay held a variety of positions over his nearly 27 years at FDA, including work with design control regulations to reduce the chance of human errors with medical devices, patient safety and adverse event reporting. Jay also worked in the Office of the Commissioner of the U.S. FDA, and the Office of Compliance.



Jean-Michel Descoutures, *chief of Pharmacy, Argenteuil hospital*

Jean-Michel Descoutures is a hospital pharmacist, chief of the Pharmacy Department of Argenteuil hospital. He joined in 2007 the Réseau des acheteurs hospitaliers d'Île-de-France, the regional procurement hub of the region of Paris, where he coordinates the procurement of pharmaceuticals for over 70 hospitals including the military hospitals. In 2009 he was elected member of the French National Academy of Pharmacy. In 2010 he was elected President of the Club des Acheteurs de Produits de Santé an association where all the different public and private GPOs can discuss about their similar problems regarding the environment of procurement of health products.



Dra. Estela Izquierdo, *Chief of Pharmacy, Sanatorio Güemes*

Estela Juana Izquierdo is Chief and Technical Director of the Pharmacy Service of Sanatorio Güemes. She is also director of the residency programme of the hospital, coordinator of the Hospital Pharmacy College of Pharmacists and Vice President of the Argentine Association of Audit and Healthcare Plan.

She has a degree in Pharmacy from the Faculty of pharmacy and biochemistry from the University of Buenos Aires.

Connie Jung, *Associate Director, U.S. FDA*

Dr. Jung is currently Acting Associate Director for Policy and Communications in the Office of Drug Security, Integrity, and Recalls in FDA's Center for Drug Evaluation and Research, Office of Compliance. Her work focuses on the development of policy and regulatory strategies to improve the security and integrity of the U.S. drug supply. She has worked on issues related to stolen, counterfeit and other substandard drugs for several years in her previous position as Senior Advisor for Pharmacy Affairs in the Office of Policy, Office of the Commissioner. Dr. Jung joined the FDA in 1999 as a toxicology researcher in the Center for Food Safety and Applied Nutrition and later served as a Regulatory Reviewer in the Division of Bioequivalence in the Office of Generic Drugs.



Lewis Kontnik, *Strategic Advisor, Frequentz*

Lewis Kontnik is a globally recognised expert in supply chain security and serialisation. He currently co-chairs the GS1 Global Healthcare Initiative and provides strategic support to several pharmaceutical organisations. Mr. Kontnik retired as long-time Supply Chain Security lead for Amgen, Inc. in 2014 and has led various biopharma industry anti-counterfeiting activities including founding the Partnership for Safe Medicines; and chairing PhRMA, BIO committees. He is co-author of Counterfeiting Exposed (Wiley, 2003) and holds a J.D. degree with honours from Northwestern University School of Law, an M.S. in engineering, and B.A.s in math and chemistry.



Victor López, *Head Supply Chain Manager, Valle de Lili*

Victor López is responsible for the management of Valle de Lili's supply chain. He has been working for the Clínica Fundación Valle del Lili in Cali, Colombia for over 16 years, and has 25 years of experience in administrative management, procurement management, corporate strategy, demand planning, distribution logistics, management and inventory control, and hospital logistics. Victor López holds a degree in industrial engineering and an MBA.



Lloyd Mager, *Programme Manager Supply Chain Strategic Initiatives, AbbVie*

Lloyd has over 30 years of experience in the pharmaceutical industry with 10 of those years spent working on product traceability. In his current role he leads AbbVie's global effort to align the company's products for serialisation compliance maintaining market continuity. In this capacity he is responsible for strategies and tactics and execution of these efforts. Lloyd serves as a member of the GS1 Global Healthcare Leadership Team and is a board member of the Prescription Drug Security Alliance. Lloyd is involved with many other organisations working on product traceability and security such as NCPDP, HDMA, PhRMA, APEC, EFPIA, and Rx360.



Nick Manzo, *Global Sr. Director of Industry Development, 1WorldSync*

Mr. Manzo leads the Global expansion of 1WorldSync's capabilities in the Healthcare industry. His role is to ensure, at a global level, that 1WorldSync provides the Healthcare industry with: consistent messaging, organisational alignment for our multi-national companies, as well as products and services that are developed to support the expansion of GS1 standards and GDSN to the Healthcare industry. Mr. Manzo has been working with both regional and multi-national organisations for over 10 years. Focusing on Product Data Management strategies, he has provided thought leadership, strategy development and project execution to some of the largest companies in the world.



Feargal McGroarty, *Project Manager, 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. Currently he is responsible for managing the multi-faceted initiative that combines a number of strands including the use of barcode technology, an Electronic Patient Record (EPR) along with a cold chain delivery service to provide integrated patient management processes.

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.



Ben Moscovitch, *Officer, Medical Devices, The Pew Charitable Trusts*

As officer of Pew's medical devices project, Ben Moscovitch works on federal initiatives to enhance the data available on product performance to support innovation and quality improvement. Prior to joining Pew, Moscovitch worked on public policy communications at the National Association of Chain Drug Stores, and was previously a journalist covering medical product regulation and legislation. Moscovitch received his Master of arts from Tel Aviv University and a Bachelor's degree from Georgetown University.



Andrea Rodriguez, *Regulatory Affairs/Quality Assurance / Medtronic Latin America, inc. South Cone*

Andrea Rodriguez joined Medtronic 7 years ago, leading the Regulatory Affairs and Quality Assurance departments for the South Cone Region, based in Buenos Aires, Argentina. Andrea's previous experience includes positions of increasing responsibility with other multinational corporations in the healthcare sector, including J&J Medical and Bayer Corporation. Her experience includes in-depth knowledge of Regulatory Affairs as well as foreign regulations, registration processes, MoH negotiations and advocacy activities, product planning, strategic planning, clinical study management, R&D, as well as various quality & compliance activities.



Muhammad Tariq, *Country Director, JSI, USAID | DELIVER PROJECT*

In his current role, Tariq provides strategic leadership support to Supply Chain and Logistics Technical Assistance managing more than \$200 million with the federal, provincial, regional and districts governments directly for the health and population sector of Pakistan. Over his career he has provided technical assistance to African, Asian and Middle Eastern countries related to Health Systems Strengthening, Supply Chain Management, Public Private Partnership, and institutionalising of Advocacy, Communication and Social Mobilisation (ACSM).

Tariq is also a visiting faculty at the Health Services Academy and teaches social and political epidemiology from the supply chain and procurement angle.



Leandro Oliveira, *Serialisation and Traceability Manager, Johnson & Johnson*

Leandro Oliveira has been working for Johnson & Johnson since 2009, leading several key supply chain projects and is in charge of Serialisation and Traceability for the Latin America region. He also worked previously in different IT and Engineering functions in Energy, Oil and Gas companies, managing projects in Brazil and other countries in Europe and Middle East. He holds an MBA in Project Management from the “Fundação Getúlio Vargas” in Brazil and is PMP and APICS CSCP certified.



Peggy Staver, *Director Product Integrity, Pfizer*

Peggy Staver is Director for Product Integrity at Pfizer Inc. Mrs Staver’s responsibilities include developing and implementing strategies to enhance patient safety and further secure the U.S. pharmaceutical supply chain. She represents Pfizer externally on various customer engagements and industry interactions relative to channel security and works closely with internal Pfizer colleagues to implement approved strategies. She has been directly involved with Pfizer’s projects to implement serialisation and is currently leading Pfizer’s U.S. and Global serialisation teams. She is a member of the GS1 Healthcare U.S. and Global leadership teams and Pfizer’s Supply Chain Security Team. Mrs Staver has 30 years of experience in the industry.



John Steele, *Senior Director, International Government Affairs, Eli Lilly and Company*

Mr. Steele, directs the company's Washington-based lobbying efforts for key emerging markets including Turkey, Russia, Latin America, Africa and the Middle East. Previously, Mr. Steele served as Corporate Affairs Director for Asia, Africa, the Middle East, Turkey, Russia, and CIS for Lilly where he coordinated the company's government advocacy on key policy issues and was also responsible for achieving reimbursement and access to the company's products. John has a B.A in Political Science from Butler University in Indianapolis, an MPhil in International Relations from Cambridge University in the United Kingdom, and an MSc in Health Economics, Policy and Management from the London School of Economics.



Marianne Timmons, *President of Industry Engagement, GS1 Global Office*

Marianne Timmons, is the President of Industry Engagement at GS1 Global Office where she is responsible for global activities in Retail, Apparel, Food Service, Healthcare, Transport and Logistics and related sectors. Marianne has spent the past 30 years in and around the Retail and Consumer Products Industries as both a consultant and a practitioner. Prior to her role at GS1, Marianne was a Senior Principal at Accenture and Vice President at Capgemini Consulting in the Consumer Products and Retail Practice where she focused on developing and implementing transformation strategies for retail organisations.



John Michael (Mike) Wallace, *Global Standards & Serialisation Director, Abbott, U.S.*

As Director, Global Standards & Serialisation, Mr. Wallace's role is to implement the adoption of GS1 global product and customer identification standards and an enterprise approach to serialisation for Abbott. This will allow the corporation to cost effectively meet the growing and evolving customer and regulatory requirements. Mr. Wallace represents Abbott on the GS1 Global Healthcare Leadership Team and is currently serving as a tri-chair. For the past ten years, he has consulted with a cross section of groups across Abbott and the supply chain for healthcare and consumer packaged goods to prepare to implement these emerging standards and technologies.

Mr. Wallace holds a BA in biochemistry and a MS in chemical engineering from the University of Virginia.



Dra. Heidi Wimmers, *Chief of Pharmacy, Hospital Alemán, Argentina*

Dra. Heidi Wimmers is Chief of Pharmacy and President of the Independent Ethics Committee of the Hospital Alemán. She is a consultant member of the Medical Ethics Committee of the Argentine Society of Urology. She holds a postgraduate diploma on Bioethics from the University CAECE and a Master's degree on Clinical and Pharmacological Research from the Austral University. She is an active member of the Patient Safety Committee and Director of the pharmaceutical residence of the hospital.



MJ Wylie, *Global GDSN Deployment, Johnson & Johnson*

MJ Wylie leads the Global GDSN Strategy and Deployment for Johnson & Johnson, and is responsible for cross-segment global management capabilities and standards. Her role includes working with GDSN partnerships and execution with customers, industry associations and internal business partners around the globe. Ms. Wylie has a rich background in GS1 global standards and Data Synchronisation throughout her 20 year career in healthcare. At GHX, her key contributions included standardising product data across industry, product data catalogue, as well as driving standardisation in the areas of EDI, master data management, and content services solutions. Previously, Wylie held the position of Sr. Director for the Medical Device segment at GS1 U.S. and was responsible for driving the industry implementation of the US FDA Unique Device Identification (UDI) regulations for Medical Devices, furthering GDSN in healthcare.



Notes

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