



Programme

26th Global GS1 Healthcare Conference



The power of global standards in healthcare
Copenhagen, 21 – 23 October 2014



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Acknowledgements

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Week at a glance

Tuesday
21 October 2014

Introduction to GS1
Standards in healthcare

Plenary on Hospital
implementation

General lunch or
HPAC Working lunch
(Healthcare Provider Advisory
Council)

Implementation
reality on Traceability,
Scanning at Point of
Care, and Public Policy
(Medical Devices)

Poster Session Cocktail (*)
or Think Tank (**)

Wednesday
22 October 2014

Plenary on Unique
Device Identification

Ask the experts

General lunch or Public
Policy Working lunch
(pharmaceuticals & vaccines)

Implementation
reality on Unique
Device Identification

Networking event

Thursday
23 October 2014

Plenary on Traceability

Closing plenary on
Vaccines Supply Chain

Site visits (*)
(Lunch boxes included
for the participants)

(*) Upon registration

(**) On invitation only



Welcome

The power of global standards in healthcare



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

We also have the immense honour of welcoming Nick Hækkerup, Danish Minister of Health, who will deliver the conference key address.

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 in areas ranging from best practices, to industry trends in hospital implementations, unique device identification, traceability, and optimisation of the vaccines supply chain.

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

We want this event to be a place where knowledge and experiences will be widely shared and where companies will highlight their priorities in healthcare.

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 Tivoli Congress Center on Wednesday evening for the big networking event.

In addition to the wide variety of presentations, the site visits on Thursday will provide you with the opportunity to see local stakeholders implementing GS1 Standards.

A special thanks to **GS1 Denmark** for hosting this conference and to **Saphety, 1WorldSync, Alecta** and **Lansa** for sponsoring the event.

Thank you for participating at the 26th Global GS1 Healthcare Conference in Copenhagen. We hope you will have an interesting, challenging and enlightening few days.

Ulrike Kreysa
Vice-President Healthcare
GS1 Global Office



Agenda

Tuesday 21 October

7:30 - 9:00	Registration and welcome coffee	Ellehammer Foyer
8:00 - 8:45	INTRODUCTION SESSION A starter session on GS1 Standards <i>Global standards to Identify, Capture and Share</i>	Ellehammer I & II
9:00 - 12:45	OPENING PLENARY SESSION Hospital Implementation A session for both suppliers and providers, to learn about hospital implementations from around the world.	Ellehammer I & II
9:00 - 9:20	<i>Welcome to conference</i> Miguel Lopera, CEO and President, GS1 Global Office Lars Kyed, CEO, GS1 Denmark	
9:20 - 10:00	<i>The new NHS eProcurement strategy in the UK</i> Lord Philip Hunt, Shadow Spokesperson (Health), President Healthcare Supply Association, President Royal Society of Public Health & Andy McMinn, Head of Procurement & Logistics, Plymouth Hospital	
10:00 - 10:20	<i>The Danish hospitals and global standards</i> Gitte Bengtsson, Director Regional Politics, The Danish Region	
10:20 - 10:40	<i>Reducing medication errors in Danish hospitals with primary package barcoding</i> Flemming Sonne, CEO, AMGROS	
10:40 - 11:05	Coffee break	Ellehammer Foyer
11:05 - 11:25	<i>How GS1 barcodes improve logistics quality and patient safety</i> Viggo Nielsen, Supply Chain Manager, Hospital Pharmacy Capital Region	
11:25 - 11:35	Key address Mr. Nick Hækkerup, Danish Minister of Health	
11:35 - 11:55	<i>Reducing medication errors in hospitals - the importance of bedside scanning</i> Richard Price, European Association of Hospital Pharmacists (EAHP)	
11:55 - 12:15	<i>Bedside scanning, the missing link in patient safety</i> Thomas De Rijdt, Assistant-Head of Pharmacy, University Hospital Leuven	
12:15 - 12:35	<i>How to implement traceability in a hospital?</i> Erik Van Ark, Anaesthesiologist and Justin Bitter, Manager OR, Bernhoven Hospital, The Netherlands	
12:35 - 12:45	<i>Recognition Award and Best Implementation Case Study Award</i> Healthcare Provider Advisory Council (HPAC) Awards	



12:45 - 14:00 **Lunch and Poster Session** or Restaurant Horizon or Ellehammer Foyer

12:45 - 13:45 **HPAC Working Lunch** *Healthcare Provider Advisory Council (HPAC) lunch builds upon the morning hospital plenary* Hellehammer II

Healthcare Provider Advisory Council (HPAC) lunch builds upon the morning hospital plenary session.

This is an interactive working lunch where the presenters and award winners from the morning plenary session will be in attendance to answer any additional questions you may have.

The lunch will also provide attendees with the opportunity to share how they are implementing GS1 Standards to enhance patient safety, the challenges faced AND how other attendees and/or GS1 can assist and support to overcome those challenges and achieve successful implementations.

Facilitators: HPAC Tri-Chairs:

- **Frédérique Fremont, CHI Ballanger Hospital, France**
- **Feargal Mc Groarty, St. James's Hospital, Ireland**
- **Doris Nessim, GS1 Canada**

14:00 - 15:30 **IMPLEMENTATION REALITY– Round 1**

Three concurrent breakout sessions on Traceability, Level-below-the-each or Public Policy (medical devices)

Participants can choose from three sessions – session 1 and 2 will be repeated:

1. Traceability implementation for all stakeholders in the supply chain, from manufacturer to patient

Ellehammer II

This session outlines the foundations for enabling traceability using global standards, showcases standards work in progress to enable "Event Based" Traceability models and looks to the future with presentations from two global manufacturers on how an established traceability system can improve supply chain efficiency, enhance patient safety and enable better engagement with patients.

Panellists:

- **Mark Davison, Blue Sphere Health**
- **Monica Kryzer, 3M**
- **Peter Egvang Mardov, Novo Nordisk**

2. Scanning at Point of Care – safer care for patients

Ellehammer I

The purpose of this session is to highlight the benefit of global standards for safer care by using automatic identification and data capture. To achieve optimal benefits, medical devices and medicines need to be labelled at the unit of use, and care givers and subjects of care need to be identified according to GS1 Standards. The session will provide input from both the manufacturer and provider side and reference the recently published ISO specification about patient identification.

Panellists:

- **Kate Ebrill, National E-Health Transition Authority (NEHTA)**
- **Tatjana Pathare, F. Hoffmann La Roche**
- **Thomas De Rijdt, UZ Leuven**

3. Medical devices: Public Policy session

Balder

Regulatory requirements and initiatives from around the world related to medical devices – normally a closed group, it is only open for this session. (A Public Policy lunch focused on pharmaceuticals & vaccines will take place on Wednesday.)



15:30 - 16:00 **Coffee break**

Ellehammer Foyer

16:00 - 17:30 **IMPLEMENTATION REALITY- Round 2**

Second round of the breakout sessions:

1. Traceability implementation for all stakeholders in the supply chain, from manufacturer to patient

Ellehammer II

Panellists:

- **Mark Davison, Blue Sphere Health**
- **Monica Kryzer, 3M**
- **Peter Egvang Mardov, Novo Nordisk**

2. Scanning at Point of Care – safer care for patients

Ellehammer I

Panellists:

- **Kate Ebrill, National E-Health Transition Authority (NEHTA)**
- **Tatjana Pathare, F. Hoffmann La Roche**
- **Thomas De Rijdt, UZ Leuven**

17:30 - 18:30 **Poster session cocktail**

Ellehammer Foyer

17:30 - 19:00 **International Government Healthcare Supply Chain ThinkTank**

Balder

ON INVITATION ONLY

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



Wednesday 22 October

8:30 - 9:00	Welcome coffee	Ellehammer Foyer
9:00 - 11:50	PLENARY SESSION Unique Device Identification (UDI) UDI aims to establish a single device identification system that is consistent, unambiguous and globally standardised. The session provides an overview of the status around the world.	Ellehammer I & II
9:00 - 9:20	<i>Situation in the International Medical Device Regulators Forum (IMDRF) and in the European Union</i> Laurent Sellès, Senior Coordinator for International Relations, European Commission	
9:20 - 9:40	<i>A critical stage in the development of the EU legislation on UDI</i> Mike Kreuzer, Chair UDISC, Eucomed	
9:40 - 10:20	<i>Past the first deadline of the UDI Rule – experiences and advice for the next phase</i> Jay Crowley, VP UDI Practice, USDM – formerly Patient Safety Advisor, U.S. FDA	
10:20 - 10:50	Coffee break	Ellehammer foyer
10:50 - 11:10	<i>UDI Implementation Challenges - focus on the UDI database</i> Volker Zeinar, Global Coordinator Auto-ID Affairs, B. Braun	
11:10 - 11:30	<i>Australian Supply Chain reform – Past, Present & Future</i> Kate Ebrill, National E-Health Transition Authority (NEHTA), Australia	
11:30 - 11:50	<i>Impacts of the adoption of global standards in the Portuguese healthcare value chain</i> Prof. Augusto Mateus, Portugal	
11:50 - 12:30	ASK THE EXPERTS – Concurrent breakout sessions 1. Identification and marking of multi-country packages – Grant Courtney, GSK 2. eCommerce harmonisation – Hans Lunenburg, GS1 Netherlands 3. GS1 Healthcare intelligent package: the mobile app – Chuck Biss, GS1 Global Office	Ellehammer I Tyr Balder
12:30 - 14:00	Lunch and Poster Session or	Restaurant Horizon or Ellehammer Foyer
12:30 - 13:45	Public Policy Working Lunch Pharmaceuticals and Vaccines <i>Regulatory requirements and initiatives from around the world related to pharmaceuticals and vaccines. Normally a closed group, it is only open for this session. (A Public Policy session, focused on medical devices, will take place as part of the Implementation Reality session on Tuesday.)</i>	Ellehammer II



14:00 - 15:30 **IMPLEMENTATION REALITY– Round 1**

Two concurrent breakout sessions about how to implement UDI. The smaller groups allow for a more involved exchange between participants, speakers and moderators. The format includes technical background, short presentations of case studies, panel discussions, step-by-step procedures and detailed discussions.

Participants can choose from two sessions – both sessions are repeated:

1. Medical devices: How to identify/mark my products?

Need a better understanding of the steps involved in the implementation of identification and marking Automatic Identification and Data Capture (AIDC) of medical devices for the U.S. FDA UDI rule and other global UDI initiatives? Join this session to hear about the challenges and successes, and learn from our panellists as they share their practical experiences. Our panellists will include:

- **Dennis Black, BD**
- **Jay Crowley, USDM Life Science**
- **Jackie Rae Elkin, Medtronic**
- **Georg Keller, Aesculap AG**

Ellehammer I

2. GDSN implementation success stories and preparation for the UDI databases

Master Data Management is one of the most challenging areas related to the implementation of the UDI regulation and involves management of information at a global level. Join this session as panellists share their experiences in getting ready to provide data to the FDA's GUDID and the lessons learned from their GDSN implementation success stories.

Panellists include:

- **Greg Patterson, FSEnet+**
- **Dave Ralph, Commport**
- **Mark Wasmuth, GMDN**
- **Volker Zeinar, B.Braun**

Ellehammer II

15:30 - 16:00 **Coffee break**

Ellehammer foyer

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

Second round of the breakout sessions:

1. Medical devices: How to identify/mark my products?

- **Dennis Black, BD**
- **Jay Crowley, USDM Life Science**
- **Jackie Rae Elkin, Medtronic**
- **Georg Keller, Aesculap AG**

Ellehammer I

2. GDSN implementation success stories and preparation for the UDI databases

- **Greg Patterson, FSEnet+**
- **Dave Ralph, Commport**
- **Mark Wasmuth, GMDN**
- **Volker Zeinar, B.Braun**

Ellehammer II

18:30 - 23:30 **Networking event at Tivoli Congress Centre**

Bus departs the hotel at 18:30 from main entrance.

Bus departs Tivoli Congress Center for the Hilton every 20 minutes from 22:00 to 23:30



Thursday 23 October

8:30 - 9:00	Welcome coffee	Ellehammer foyer
9:00 - 11:50	PLENARY SESSION – Traceability 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.	Ellehammer I & II
9:00 - 9:20	<i>Key requirements of the EU Falsified Medicines Directive</i> Christoph Krähenbühl, Managing Director, 3C Integrity	
9:20 - 9:40	Mike Rose, VP Supply Chain Visibility, Johnson & Johnson for EFPIA (European Federation of Pharmaceutical Industry and Associations)	
9:40 - 10:00	<i>Implementation of serialisation & traceability at manufacturers – best practises</i> Angeline Riezebos, Project Manager, Sanquin Blood Supply, Divison Plasma Products	
10:00 - 10:20	<i>Serialisation on a global level: is worldwide mass serialisation the long distance future?</i> Mathieu Aman, Program Manager Supply Chain, F. Hoffmann La Roche	
10:20 - 10:40	<i>How to comply with the US DSCSA rule using GS1 Standards</i> Chris Reed, Johnson & Johnson	
10:40 - 11:00	<i>The road from Nordic Trade Item Numbers to Global Trade Item Numbers</i> Hans Andersson, LIF - the research-based pharmaceutical industry in Sweden	
11:00 - 11:30	Coffee break	Ellehammer foyer
11:30 - 12:40	CLOSING PLENARY – Vaccines Supply Chain	Ellehammer I & II
11:30 - 11:40	<i>The WHO VPPAG recommendation for identification of vaccines and what it means for manufacturers – what are the opportunities</i> Rich Hollander, Vice President, Packaging and Device Services, Pfizer	
11:40 - 11:50	<i>The Implementation of the WHO recommendations</i> UNICEF	
11:50 - 12:00	<i>The proof of principle project in Tanzania</i> Henry Mwanyika, Director, PATH	
12:00 - 12:40	<i>Panel discussion on vaccines supply chain with special regards to the developing countries</i>	
12:40 - 12:50	<i>The next global GS1 Healthcare conference in Latin America – invitation</i> Gerardo Bhrem, Chief Innovation and Project Development, GS1 Mexico	
12:50 - 13:00	Closing remarks GS1 Healthcare Tri-chairs	



Afternoon
departures
13:00

Site visits to:

- **Retail pharmacy – Glostrup Apotek** (*expected return to hotel: 16:00*)
- **Manufacturer – Lundbeck** (*expected return to hotel: 16:00*)
- **Manufacturer – Novo Nordisk** (*expected return to hotel: 16:00*)
- **Manufacturer – Xellia Pharmaceuticals** (*expected return to hotel: 16:00*)
- **Hospital – Region Hovedstadens Sygehusapotek & Herlev Hospital**
(*expected return to hotel: 17:00*)
- **Hospital – Frederiksberg Hospital** (*expected return to hotel: 18:00*)



General Information

Conference venue

Hilton Copenhagen Airport Hotel
Ellehammersvej 20,
Copenhagen, 2770,
Denmark

Internet access

Complimentary wireless internet access in the meeting rooms and bedrooms.

SSID name: healthcare

Password: copenhagen2014

Dress code

Conference: business

Networking event: smart casual.

Meeting rooms

Plenary sessions: Ellehammer I & II

Implementation reality sessions: Ellehammer I & II + Balder

Working lunches: Ellehammer II

Ask the Experts: Ellehammer I + Tyr + Balder

MO Poster session: Ellehammer Foyer

Lunch: Restaurant Horizon

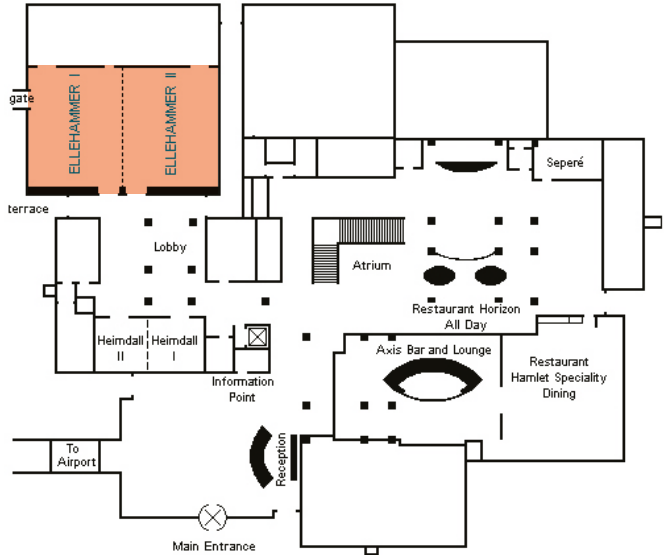


Floor plan

Ground floor Lobby

Ellehammer I & II:

- Plenary sessions,
- Implementation reality session,
- Working Lunches,
- Ask the Experts "Multi-country packages"



14

Second floor

Tyr:

- Ask the Experts "eCommerce harmonisation"

Balder:

- Think Tank
- Ask the Experts "intelligent packaging"
- Implementation reality session Public Policy (medical devices)





Contact

Conference enquiries:

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Sacha Mendes da Silva (GS1 Denmark):
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Poster session

New this year! Join our poster session cocktail: Tuesday 21 October 17:30-18:30
Find out about all the latest GS1 Healthcare implementations and initiatives developed by GS1 Member Organisations and Global Office.

Don't forget to vote for your favourite poster www.gs1.org/copenhagen2014

Networking dinner

At the conclusion of Wednesday's meeting, enjoy some networking time with your fellow attendees at Tivoli Congress Center.

Schedule:

18:30 Hotel departure by bus – meeting point hotel lobby
22:00 - 23h30 Bus departs Tivoli Congress Center every 20 minutes for Hilton Hotel.

Address:

Arni Magnussons Gade 2
1577 København V





Explore Copenhagen

Copenhagen, capital of Denmark, is a compact and colourful city. It is the cultural and geographic bridge between mainland Europe and Scandinavia. Copenhagen is a modern day fairytale combining modern architecture, waterways, shopping streets, royal palaces and much more...



Weather in October in Copenhagen

Weather in October is quite cool but fairly dry and sunny. Expect daytime temperature highs of 15 degrees Celsius and lows of 7 degrees Celsius.

16 Places to visit and things to do in Copenhagen

Nyhavn.

Nyhavn was originally a busy commercial port where ships from all over the world would dock. The area was packed with sailors, pubs and alehouses. Today the beautiful old houses have been renovated and classy restaurants dominate the old port. Nyhavn is filled with people enjoying the relaxed atmosphere by the canal, jazz music and great food.



Rosenborg Castle

The Residence of the Danish royal Jewels. A royal hermitage set in the King's Garden in the heart of Copenhagen, Rosenborg Castle features 400 years of splendor, royal art treasures and the Crown Jewels and Royal Regalia.

Tivoli Gardens

Tivoli is the world's second oldest amusement park and is one of Copenhagen's most famous attractions. Tivoli is filled with wild rides, green oases, gourmet food, rock concerts and much more. In October, Tivoli is transformed into an enchanted autumn universe full of witches, pumpkins and lanterns.



Little Mermaid

Looking over the neighborhood of Langelinie in the northeastern corner of Frederiksstadten is Copenhagen's most famous symbol, the Little Mermaid (Den Lille Havfrue). The statue is based on Hans Christian Anderson's fairy tale of the same name.

Strøget

Located in downtown Copenhagen (or Indre By), Strøget is the longest pedestrian street in Europe and Copenhagen's largest shopping area.



Foralla.com - A.MacAulay

Restaurants in Copenhagen

Hotel restaurants

- **Hamlet Nordic Dining:** Decorated in contemporary Scandinavian design, this Hilton hotel restaurant offers gourmet Nordic dishes. Guests of the restaurant can enjoy various delicious specialties freshly prepared by our Hilton chefs. Open Monday-Saturday 6:00 am - 10:30 pm
- **Horizon All Day Restaurant:** Relax in the informal atmosphere of this Hilton Copenhagen Airport hotel restaurant. With 3 buffet stations, it offers international dishes for lunch and dinner. Open Monday-Sunday around 6:00 am - 10:30 pm

Downtown Copenhagen

- **Krebsegaarden:** Casual atmosphere with far from casual food. This local restaurant, located by the gallery Kresben inspires the menu. The restaurant rated #1 by Tripadvisor is located near the Ørstedsparken. Tuesday – Saturday: 6 - 10 pm
Studiestræde 17, 1455 København K
<http://www.krebsegaarden.dk/en/home/>
- **Kokkeriet:** This gastronomic restaurant has one Guide Michelin star and is located near Rosenborg castle and the Botanical Gardens. The menu is modern European, flavoured with Danish finesse and old traditions.
Kronprinsessegade 64, 1306 København K - <http://www.kokkeriet.dk/>



Useful information

Time zone: Copenhagen is located in the Central European Time Zone. UTC+1

Electricity: Electricity in Copenhagen is 220 V, 50 Hz with European style plugs

Telephone: Country access code for Denmark is: +45

Language: Danish – but most Danes understand and speak English

Currency: The currency of Denmark is the Danish Krone (DKK)

10 DKK \pm \$1.74 \pm 1.34€

There are 25 øre, 50 øre, one krone, two kroner, five kroner, 10 kroner and 20 kroner coins.

Notes come in denominations of 50, 100, 200, 500 and 1000 kroner.

The most common means of payment is cash. Most stores and restaurants also accept credit cards (Visa, Mastercard, American Express...)

Tipping: Tipping is not required nor expected in Denmark.

Smoking: In Copenhagen smoking is forbidden in public buildings and private businesses - including restaurants, pubs, shops, public transport, entertainment venues and workplaces.

Conference speakers



Peter Alvarez, Senior Director, GS1 Global Office

Pete is Senior Director, Industry Engagement, Global Data Synchronisation Network & Global Location Number (GLN) Service, for the GS1 Global Office. He is responsible for working with global sectors in defining their business needs and developing adoption programmes for GS1's Master Data Services. In addition, he is responsible for the development, deployment and product management of the GLN Service.

Prior to joining the Global Office in 2004, Pete worked for GS1 U.S., National Semiconductor, Avery Dennison and Monarch Marking Systems.



Mathieu Aman, Senior Programme Leader Global Supply Chain, F. Hoffmann-La Roche

Mathieu joined F. Hoffmann-La Roche Ltd in 1993, working in several Supply Chain functions since then. In 2009, he defined and initiated Roche's mass serialisation strategy and since 2010 he has been leading its global execution at Roche's headquarters. He is also member of the EFPIA Coding & Serialisation Senior Oversight Group since 2009.



Hans Andersson, LIF – The research-based pharmaceutical industry, Sweden

Hans Andersson is a Business Consultant at Forefront Consulting specialised in identification codes, serialisation, and product and article information. He has been working in the pharmaceutical field for the past ten years. Since 2011, he has been working as an advisor at the Swedish pharmaceutical trade association, LIF, focusing on the EFPIA coding and serialisation project, and in several Nordic projects on article identification.

Hans holds a M.Sc. in Business Administration and Economics, International Business Programme from the University of Gothenburg School of Business, Economics and Law.



Gitte Bengtsson, Director Regional Politics, Danish Region

For the past 8 years, Gitte Bengtsson has been Regional Director at Danish Regions. In this capacity, Gitte has been administratively responsible for the creation and passing of the strategy "Healthy Growth". Its goal is the improvement of private-public cooperation, regarding efficient logistics and traceability using GS1 Standards. Danish Regions is the interest organisation for the five regions in Denmark. The overall mission of Danish Regions include safeguarding regional governmental interests within healthcare.



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 bar code, 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.



Justin Bitter, Operating Room Manager, Bernhoven Hospital

Justin Bitter (MSc) works as a business manager OR in a dual management system at Bernhoven Hospital (MO), located in Uden, the Netherlands. He has more than 16 years of experience in supply chain management and healthcare patient logistics. Justin has been elected for the Healthcare Leadership Team since July 2014.

Justin is also the chairman of the Dutch GS1 focus group traceability, and is in the process of implementing the Global Traceability Standard for Healthcare (GTSH) in his hospital. He is also involved in the creation of a nationwide register for implants based on GS1 Standards in the Netherlands.



Dennis Black, Director, e-Business, BD.

With more than 25 years of healthcare industry experience, Dennis has responsibilities that include leading collaborative initiatives with healthcare providers, UDI implementation, achieving the "Perfect Order", and refining e-Business processes. Dennis is on the GS1 Healthcare Global Leadership Team, and the GS1 Healthcare U.S. Leadership Team. He also participates in work groups within GS1, SMI, AdvaMed and MDSCC and other organisations that are focused on improving the healthcare supply chain. Dennis is currently involved in a number of pilot and implementation activities to enable BD and healthcare providers to achieve operational efficiencies using GS1 Standards.



Gerardo Brehm, Chief Innovation and Project Development, GS1 Mexico

With over 20 years of experience, Gerardo Brehm has the responsibility to execute critical projects among GS1 Associates, which includes the identification of over 4 million SME's companies with GLN, the use of PLU and GS1 DataBar in primary sector, among others. He has established several relationships with the Mexican Government to promote the use of standards allowing 500 micro companies per year to be able to use the barcode with no investment from them. Currently he works closely with governmental entities to help them design the healthcare system in Mexico.



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 19 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; most recently as a member of the Serialisation and Coding Steering Team. In addition, Grant is a member of the GS1 Global Healthcare Leadership Team, establishing standards for product coding and serialisation. Grant obtained a Business degree at the University of Hertfordshire Business School.



Jay Crowley, Vice President of Unique Device Identification Solutions and Services, 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 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 FDA, and the Office of Compliance at FDA.



Mark Davison, CEO, Blue Sphere Health Ltd

Mark Davison is CEO of Blue Sphere Health Ltd ("Bluesphere") a UK healthcare consultancy focusing on traceability, authentication and patient engagement. He has worked in the drug industry for 25 years including time with GlaxoSmithKline, several contract research organisations, two biotechnology companies and two traceability vendors. With Bluesphere, Mark has worked with a number of global drug companies and public sector organisations on serialisation and traceability. Mark is the author of "Pharmaceutical Anti-Counterfeiting"



Thomas De Rijdt, Assistant-Head of Pharmacy, UZ Leuven

As Assistant-Head of Pharmacy, Thomas manages the ISO 9001 certified hospital pharmacy of a 2000 bed, JCI-accredited tertiary care, teaching hospital.

Thomas is also president of the Belgian associations of hospital pharmacists and member of the board of the Flemish association of hospital pharmacists.

As member of the board his main responsibilities are organising postuniversity education for hospital pharmacists.



Kate Ebrill, Head of National Services Operation and Management, NEHTA, Australia

Kate is the Head of National Services Operation and Management at the National E-Health Transition Authority (NEHTA). She has 15 years' experience working in the health sector, including 10 years in eHealth with deep experience across a broad range of eHealth areas such as medicines coding at the then Department of Health and Ageing and leading the development of the Australian Medicines Terminology (AMT) in the early days, designing clinical engagement and adoption strategies, and most recently working with eHealth implementers.



Jackie Rae Elkin, Global Process Owner Standard Product Identification, Medtronic, Inc

Jackie has been working in the medical device sector for more than 27 years and currently holds the position of Global Process Owner of Standard Product Identification for Medtronic, Inc. Global Regulatory Affairs.

Jackie has co-chaired the AdvaMed Auto-Identification Committee since 2006, providing guidance on product identification standards related to the FDA's Unique Device Identification (UDI) legislation. She has also an advisory role in many other initiatives involving UDI legislation including the International Medical Device Regulators Forum (IMDRF).

Jackie is one of the founding members of GS1 Global Healthcare and is part of the healthcare leadership team since 2005. Jackie also chairs the GS1 Global Healthcare Public Policy work group for the medical device sector.



Mr. Nick Hækkerup, Minister of Health, Denmark

Nick Hækkerup was appointed Minister of Health in February 2014 after being Minister of Trade and European Affairs. He has previously held the post as Minister of Defence from 2011 to August 2013. Mr. Hækkerup has been member of the Danish Parliament for the Social Democratic Party since 2007 and has been a member of various government committees (Finance, Fiscal Affairs, and Standing Orders Committees). He has also served as a Deputy Member of the Legal Affairs Committee.

Mr. Hækkerup has been vice-chairman of the Social Democratic Party from 2005 to 2012. Prior to his career as a member of parliament, Mr. Hækkerup was Mayor of Hillerød Municipality from 2000 to 2007 and was a member of the Hillerød town council for 13 years from 1994 to 2007. He acquired an MSc in Law from the University of Copenhagen in 1994 and completed his Ph.D in 1998.



Christian Hay, Sr Consultant Healthcare, GS1 Global Office

Christian Hay is Senior Partner at Medinorma LLC, Switzerland.

Christian currently consults GS1 Switzerland and GS1 Global Office on healthcare related matters. He is currently liaising GS1 Healthcare with the Health IT standards organisations; he in particular chairs the Pharmacy working group within ISO TC 215 (Medical Informatics) since 2012.

Educated as a lawyer, he has worked for the pharmaceutical branch since mid of 1980s in various positions. He has been involved since the early stages in GS1 Standards deployment in the Swiss healthcare.



Richard Hollander, Vice President, Packaging Services, Pfizer Inc.

Richard is Vice President of Packaging Services for Pfizer Inc.'s Global Supply organisation. His responsibilities include the development of packaging strategies and solutions to support all Pfizer businesses globally. Outside of Pfizer Rich has been an active leader on various committees, work groups and task groups aimed at addressing issues within pharmaceutical packaging and has served as chair of the following groups: GS1 Global Healthcare User Group, Product Quality Research Institute's Packaging Work Group, USP Project Team on Packaging, Storage and Distribution, Institute of Packaging Professional's Drug and Pharmaceutical Packaging Committee, and PhRMA's Packaging Work Group. Richard holds a Bachelor's Degree in Mathematics from Rutgers and Masters Degree in Industrial Engineering from the Georgia Institute of Technology.



Hon Lord Philip Hunt, UK

The Rt Hon Lord Philip Hunt PC OBE is a member of the House of Lords and Deputy Leader of the Opposition in the UK. He is President of the Royal Society of Public Health. He also serves as Chair of the All Party Group on Primary Care and Public Health. He is Treasurer of the Associate Parliamentary Health Group, Secretary of the All-Party Group on the Constitution and Vice Chair of the All Party Group for Energy Studies.

He served for 10 years in the 1997-2010 Labour Government. He was Deputy Leader of the House of Lords and Minister of State at the Department of Energy and Climate Change from 2008-2010. He also served in the Department of Health, Department of Work and Pensions, Department of Environment, Food and Rural Affairs and the Ministry of Justice.



Georg Keller, Manager Regulatory Affairs, Labeling Coordinator, Aesculap AG

Georg Keller is currently the labeling coordinator at Aesculap AG, a division of B.Braun. He is also the Regulatory Affairs Manager for North America. In this function he has worked for more than 15 years with Regulatory Bodies over the world and implementing the global and country specific labeling requirements.



Janice Kite, Traceability Director, GS1 Global Office

Janice Kite's role as Director Healthcare Traceability at GS1 Global Office is to facilitate the development of process and technical Traceability standards. She also facilitates GS1's Healthcare Provider Advisory Council (HPAC). Prior to GS1, Janice Kite was a senior Manager with responsibility for eBusiness for Johnson & Johnson's UK Medical Device and Diagnostic companies. This role continued a common thread throughout her career of roles at various stages of the extended supply chain with the trend of moving downstream closer to the external customer. She has held a number of positions with medical device industry associations: ABHI and Eucomed. Her MBA dissertation (Hypothesis: Medical Device manufacturer applied or embedded RFID has benefits to Patient Safety over existing Auto-ID technologies, e.g. Barcodes) received critical acclaim.



Christoph Krähenbühl, Managing Director, 3C Integrity

Christoph is Managing Director of 3C Integrity, a consulting company specialising in product security, coding and serialisation and was one of the original experts on EFPIA's Coding and Serialisation expert team. His practical experience and expertise spans the whole field, from setting the high-level strategy, to the intricacies of coding, artwork and packaging and the pitfalls of implementing the technology. With his extensive subject matter expertise and background in Master Data Management, Christoph also played a key role in improving the global process of handling GTINs in AstraZeneca and linking into GS1 Healthcare and on other external forums. Before moving to the UK, Christoph worked in his native Switzerland for Ciba-Geigy and later Ciba Specialty Chemicals in supply chain / ERP systems projects.



Mike Kreuzer, Chair UDISC, Eucomed

Michael Kreuzer joined Sterilin in the sixties and as head of sales and marketing, he helped to lead the company to a position of preeminence in the field of medical laboratory consumables. He was appointed Managing Director in 1983. Throughout his career he developed a belief in the importance of industry associations and was involved in 1988 in the formation of ABHI, today the lead association for the medical technology industry in the UK. Today he is director responsible for technical and regulatory affairs. He works closely with Eucomed, and currently chairs UDISC the UDI task force.



Lars Kyed, CEO, GS1 Denmark

For three years, Lars Kyed, CEO of GS1 Denmark, led the organisation's development, and has for instance expanded support to the healthcare sector. Lars Kyed brings experience from both supply and retail, having worked many years on projects to improve supply chain efficiency and traceability.



Géraldine Lissalde-Bonnet, Public Policy Manager, GS1 Global Office.

Géraldine is managing the GS1 Healthcare Public Policy Work Team which has the mission to provide strategic leadership by interacting with public policy makers globally in the harmonisation of Healthcare product identification, traceability and Regulatory Information Management (RIM) by using GS1 Global Standards. More specifically in the pharmaceutical sector, Géraldine is leading the Trace and Trace Work Group of the APEC Roadmap for Global Medical Product Integrity and Supply Chain Security. In the area of Medical Devices, she is representing GS1 in the Asian Harmonisation Working Party (AHWP). A lawyer by training, Géraldine started her career in the private sector, complemented by several years in the European Commission, in the Directorate-General for Health and Consumers.



Miguel Lopera, CEO, GS1 Global Office

Miguel A. Lopera is President and Chief Executive Officer of GS1. He joined GS1 as CEO in April 2003. Miguel has a wealth of CEO, Board division management, marketing and IT experience gained in every aspect of the Consumer Goods business having spent 24 years with Procter and Gamble and over 11 years in GS1.

Miguel has ample experience in Boards. He is Board member of GS1 Global and GS1 US. He is a guest of the Consumer Goods Forum Board, GDSN Inc. Board and EPCglobal Inc. Board.

Miguel holds an Engineering MSc Degree from the Polytechnic University of Madrid and an MBA from the "Instituto de Empresa" of Madrid.



Hans Lunenborg, Healthcare Manager, GS1 Netherlands

Hans Lunenborg joined GS1 Netherlands in July 2008. He has a track record of several marketing and sales positions in the Healthcare supply chain. He worked at Sherwood Medical Industries, The Boots company and Bristol Myers Squibb where he held sales positions. He also worked at a pharmaceutical wholesaler, Alliance Boots, where he developed and implemented logistic solutions for public pharmacies such as VMI and Central Filling. In his present position at GS1 Netherlands he is responsible for the Dutch Healthcare sector with a strong focus on projects for traceability on pharmaceuticals and medical devices. Since early 2013 Hans is a member of the GS1 Healthcare Leadership team, where he represents the European GS1 member organisations.



Peter Mardov-Egvang, Senior Regulatory Intelligence Manager, Novo Nordisk

Peter is currently Global Regulatory Intelligence Manager and Labelling & Packaging material Manager as well as Project Manager for Global Regulatory implementation of requirements in Novo Nordisk A/S. He is also member of EFPIA, EUCOMED, HCPC - Healthcare Compliance Packaging Council of Europe, The Danish Trade Association of the Pharmaceutical Industry (Lif) and the GS1 Healthcare DK erfa team. Before joining Novo Nordisk A/S, he worked 15 years in the graphics industries, pre-press, print shops, and cartons (die-cut) department. Peter graduated at the graphics business school and has a Diploma in leadership.



Augusto Mateus, Senior partner, Augusto Mateus & Associados

Mr Mateus, former Secretary of State of Industry and then Minister for the Economy in the XIII Constitutional Government in Portugal, launched the state debt settlement plan known as the Plano Mateus. Economist and senior partner at Augusto Mateus & Associados, a leading consulting firm in Portugal that works with enterprises and business associations to strengthen strategies and to speed up innovation and competitiveness. Among others, he recently led the research project establishing the grounds for the new governance model for Lisbon. He is also professor at ISEG (Lisboa School of Economics & Management).



Andy McMinn, Chief Procurement Officer, Plymouth Hospitals NHS Trust

Andy joined the NHS in 2007 after more than twenty years spent in engineering in the marine and manufacturing sectors. It was in manufacturing that Andy specialised in supply chain management and business improvement, working for companies such as HP, Dell and IBM. Having learned experience of Six Sigma and Lean, Andy has a particular interest in healthcare supply chain improvement, inventory management and the use of guided spend analytics to inform better Procurement and Trust strategic and operational decision making. As Chief Procurement Officer, Andy is responsible for his own Trusts Non-Pay Transformation Programme and is also a certified Neuro Linguistic Programming (NLP) Coach and Master Practitioner.

Andy is a member of CIPS, a Regional Coordinator for the HCSA, a member of the National Procurement Council, QIPP Orthopaedic Group at the Department of Health and the Southern Procurement Partnership.



Viggo Nielsen, Supply Chain Manager, Hospital Pharmacy of the Capital Region in Denmark.

In his current position, Viggo leads the operations of centralised supply functions (warehousing and distribution) of 4.5 million packages of medicine. Prior to working for the Capital Region of Denmark, Viggo has been working 25 years in supply chain management in the FMCG sector. Viggo is a member of GS1 Denmark's advisory Board, and is involved in 5 working committees for adapting EDI standards in Denmark. He has also been the first to introduce EDI for ordering and invoicing in Denmark. Viggo holds B.Sc. in business economics.



Tatjana Pathare, Artworks and Regulations Specialist within the Serialisation Project, F. Hoffmann La Roche

Tatjana has been working for Roche for 25 years in the areas of Finance, Logistics, Artworks and Regulations. Currently she is member of the Global Serialisation project. She also represents Roche at the EFPIA (chair of Packaging Technology group), CEN (European Standard) and ISO (International Standards).



Richard Price, Policy and Advocacy Officer, European Association of Hospital Pharmacists

Richard Price has been working for the European Association of Hospital Pharmacists (EAHP) for 2 and a half years as the secretariat lead for all policy and advocacy related activity, ensuring hospital pharmacy perspectives are heard and understood by decision makers at the European Parliament, European Commission and national Governments in the Brussels political context.

Prior to joining EAHP, he worked for the Pharmaceutical Society of Northern Ireland as a Policy Advisor for 4 years, and previous to that for a London consultancy supporting clients such as the Nuffield Hospital Group, the British Generic Manufacturers Association and the National Institute for Health and Care Excellence (NICE).



David Ralph, President and CEO, Commport Communications International, inc

David (Dave) Ralph is the Founder, President and CEO of Commport Communications International, inc., a company that provides a wide range of innovative and comprehensive supply chain management solutions in North America and is one of Canada's fastest growing companies. Throughout his career Dave has focused on providing business solutions that leverage technology in order to improve supply chain efficiencies. This vision led Dave to found Commport 25 years ago as an EDI company and then later to add CGS Datapool Services, Commport's GDSN-certified data pool solution in 2005. Continuing to deliver on this commitment, Dave is currently lending his vast experience to both the Canadian and global healthcare communities through his involvement in the GS1 Healthcare GDSN Healthcare Global Implementation initiative and is working closely with this community to help obtain adoption and implementation of GS1 global best practices for GDSN in Healthcare.



Chris Reed, Senior Analyst, Product Serialisation and Traceability Johnson & Johnson

Chris Reed has been employed by Johnson & Johnson since 2008 and has gained experience and ever-increasing responsibility in customer service, reverse logistics and contract strategy. Chris currently is dedicated to the Johnson & Johnson enterprise programme to serialise product and comply with global end-to-end traceability requirements. In this role, Chris works daily with J&J's product commercialisation, master data, and customer service teams. Chris holds a BA from Rowan University in Glassboro New Jersey.



Angelina Riezebos, Project Manager, Sanquin Plasma Products, Amsterdam,

Angelina is currently employed as project manager at Sanquin Plasma Products. Angelina has been employed by Sanquin for 23 years. Angelina started as a Product Manager for various plasma products (human pharmaceuticals prepared from human blood). 10 Years ago she started as Logistics co-ordinator and was involved in the long-term planning of production of plasma products and supply chain of packaging materials. As a project manager Angelina is responsible for amongst others the supply chain of new packaging material and datamatrix projects with customers. Angelina holds a MS degree in Animal Sciences from the Agricultural University of Wageningen, the Netherlands.



Laurent Sellès, Senior coordinator for international relations, European Commission

Laurent Sellès is in charge of international relations for the Health Technology and Cosmetics Unit of the Directorate General Health and Consumers of the European Commission. He is in charge of the international cooperation with bilateral dialogues between the EU and its main trading partners and in multilateral frameworks (such as the Global Harmonisation Task Force for Medical Devices GHTF, the International Medical Device Regulators' Forum IMDRF and the International Cooperation on Cosmetics' Regulation ICCR). In this respect, after ensuring the coordination with the health ministries of the Member States, he represents the European position at the steering committees of GHTF, IMDRF and ICCR. He graduated from the 'Physics and Chemistry School of Paris' (including research at Northeastern University, Boston, USA) and from the University of Paris VII with an Advanced Studies Degree in 'Physics of Energy'.



Flemming Sonne, CEO, Amgros

For nine years, Flemming has headed Amgros, which over the years has gained an increasingly central role in the Danish hospital pharmaceutical market. Flemming Sonne has developed Amgros from being a purchasing office to a consolidated pharmaceutical organisation, which currently handles many different tasks across the regions in Denmark with the aim of strengthening the overall drug supply, drug logistics and pharmaceutical manufacturing. Flemming Sonne has experience in the public hospital sector and the pharmaceutical industry, where he worked for 14 years in various positions. He is on the RADS steering committee and is one of entrepreneurs behind RADS, The Danish Council for the use of Expensive Hospital Medicines. Amgros I/S is owned by the five Danish Regions and is governed by a political board. Amgros operates under the Health Act 78, 3.



Erik Van Ark, Anesthesiologist, Bernhoven Hospital

Erik van Ark (MD) works as an Anesthesiologist at Bernhoven Hospital, located in Uden (the Netherlands) since February 2000. He has been involved in the implementation of pre-operative screening of patients, patients logistics and re-organisation of patient-scheduling and OR-organisation. Besides this he is an executive director of the medical staff. In this function he was involved in a complete re-organisation of the hospital towards business units. Since 2012 he is the chairman of the OR in a dual management system in which the doctors are in the lead. He is a supporter of GS1 Standards in Healthcare (GTSH).



Mark Wasmuth, CEO, GMDN UK

Mark is a Chartered Engineer and Member of IET. Has been at the GMDN Agency since the start of 2010 and is now the CEO. This follows 15 years at the British Standards Institution responsible for technical help to exporters and many international projects. Before that he was a Senior Engineer with Instron Materials Testing and Molins PLC.



Volker Zeinar, Global Coordination Auto-ID Affairs, B. Braun Melsungen AG

Volker is responsible for the global coordination of bar code / auto-ID affairs at B. Braun. This concerns company internal projects, customer projects as well as contacts to regulators, trade associations and standard development organisations. Involved in the development and application of GS1 Standards for more than 20 years, not only in healthcare, but also in the FMCG sector and the engineering industry. Amongst others he was responsible for IT projects at the retail group REWE in Cologne and at the steel manufacturer Thyssen Industry. Prior to his engagement as freelancer for B. Braun, since January 2003, Volker has worked as Consultant for a B. Braun subsidiary with focus on the optimisation of logistics processes in hospitals. He is member of the GS1 Healthcare Leadership Team since 2005.



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