



Questionnaire

5. When you identify serial numbers are the numbers meaningful (containing intelligence) or random?
 meaningful
 random
6. Was number size/capacity a criterion for choosing meaningful or random numbers?
 yes no
7. Is the allocation of your serial numbers centralized or decentralized?
 centralized
 decentralized
 both
- If both, please explain.
8. Was number size/capacity a criterion for choosing centralized or decentralized allocation of numbers?
 yes no
9. Is your serial number numeric or alpha numeric?
 numeric
 alpha numeric
10. Was number size/capacity a criterion for selecting numeric or alpha numeric?
 yes no
11. Would there be an impact on you if you had to change your number structure?
 yes no
12. If your answer to 9 was yes, please explain the impact.

13



©2007 GS1



Questionnaire

- ✓Manufacture
- ✓Distributor
- ✓Wholesaler
- ✓Hospital
- ✓Vaccines
- ✓Biologics
- ✓Therapeutic Nutritional
- ✓Pharmaceutical
- ✓Medical Devices
 - ✓ Instruments
 - ✓ Implants
- ✓Animal Health
- ✓Dental

14



©2007 GS1



Data Structure

Alpha Numeric – 100%
 Numeric – 0%

Meaningful – 25%
 Random – 75%

Centralized – 33%
 De-Centralized – 66%
 Both – 100%

15



©2007 GS1



Next steps

Receive Q and A feedback and access
 Please submit by Feb 10

Complete the business requirements case sub team
 So far:

- Vaccines
- Biologics
- Medical Devices
- Therapeutic Nutritional

Pharma – started via HLS, sub team kick off now.

16



©2007 GS1

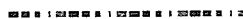


Next Steps

Understand and rationalize the business requirements

- 1st pass – Is the business requirement within scope?
 yes – move on
 no – highlight for move to parking lot
- 2nd pass – Is the business requirement clearly written?
 yes – move on
 no – highlight for rework
- 3rd pass – Is the rationale correctly stated?
 yes – move on
 no – highlight for rework
- Make plan for rework of highlighted business requirements.

17



©2007 GS1



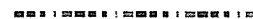
Next Steps

Work Team Meetings
 Thursday 8:30 AM NYC time

Next Call is Wednesday Feb 7 5:30 PM NYC time
 1 out of 4 calls to engage our colleagues in Asia Pacific

Phone: 877-864-7187(US) +1-720-348-446(international)
 pass code * 1527657 *

18



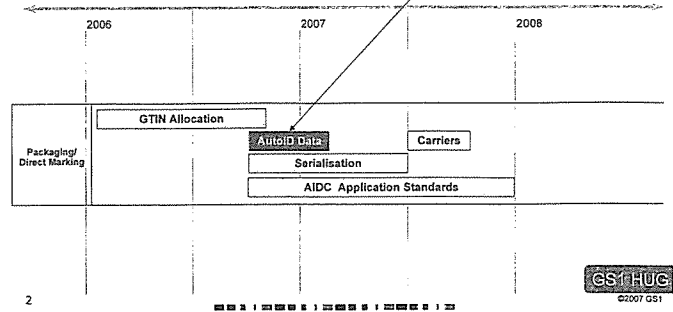
©2007 GS1

HUG Auto-ID Data Work Team

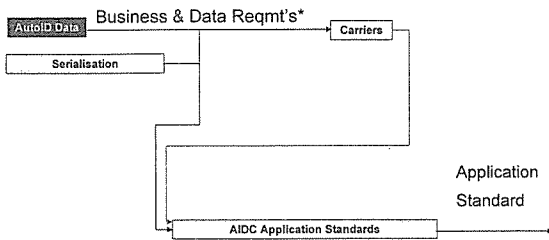
Berlin, 30th January 2007
 Mark Walchak, Pfizer & Mark Hoyle, Tyco Healthcare

The global language of business
www.gs1.org

“AIDC Application Standards”
 AutoID Data Work Team



AIDC Data Work Team Deliverables



* Final report

Auto-ID Data Work Team Work Team Leaders



Mark Walchak

Senior Manager of Global Packaging Technology

Pfizer



Mark Hoyle

Global Strategy Development & Implementation for Product Identification

Tyco Healthcare

AIDC Data Work Team Members

- Abbott
- Aexxdis
- Aesculap
- Baxter
- Behring
- B. Braun
- Boston Scientific
- Celesio
- FDA
- Pfizer
- GSG Northern University Hospitals
- Johnson & Johnson
- Medtronic
- Merck Germany
- NHS Chelsea & Westminster
- Novartis
- Procter & Gamble
- Sanofi-Aventis
- St. Jude
- Tyco Healthcare

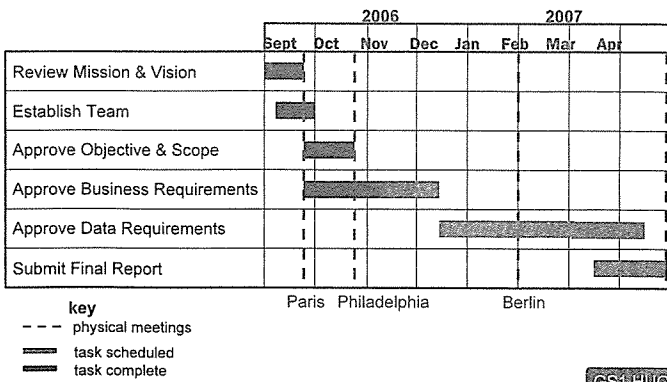
AIDC Data Work Team Members

And GS1 Organizations from:

- Australia
- Austria
- Canada
- China
- France
- Hong Kong
- Hungary
- Italy
- Japan
- New Zealand
- Spain
- Switzerland
- UK
- USA



AIDC Data Work Team Project Plan



7

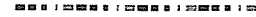


AIDC Data Work Team's Objective

"Because there are no Global Application Standards for the Automatic Identification of data related to Healthcare, this team will identify the Business Requirements and Data Requirements to be used for the development of a global standard for the automatic identification of vaccines, biological, pharmaceuticals, therapeutic nutritional products, medical devices, instruments and implants with the goal of improving patient safety."



8



AIDC Data Work Team's Scope

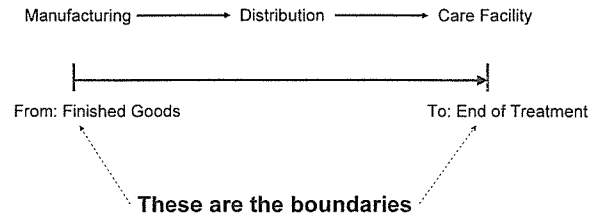
- The starting point on the supply chain will be at the manufacturer and the point of finished goods, because marking only starts at the point of finishing. Upstream from this point will be out of scope.
- Food services will not be included but therapeutic nutritional products will be included. Note: Therapeutic nutrition is defined as "Therapeutic Nutrition business means enteral and parenteral nutrition of products and services to treat patients who require feeding on that specific route because of a specific disease or to prevent a potential disease."
- Adverse events related to data capture shall be considered within scope and used as an input to preparing the deliverable.
- Animal healthcare will not be in scope at this time, but input will be considered.
- Equipment used to transport patients is out of scope.
- A facility's assets used by a patient such as tables, lights, etc. is out of scope.



9



Scope Supply Chain Boundaries

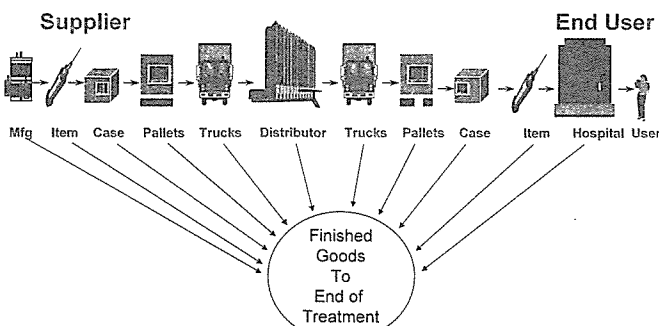


10



Scope Supply Chain Illustration – Packaging/Direct Marking

Looking for Common Ground



11



AIDC Data Work Team Business Requirements

For this task the work team has:

- Gathered Business Requirements
- Compiled and Condensed
- Agree upon Content (team consensus)

Next Steps:

The approved business requirements will be used to establish the DATA requirements.



12





Contact details

Mark Hoyle, Tyco Healthcare
Mark.Hoyle@emea.tycohealthcare.com

Mark Walchak, Pfizer
Mark.Walchak@pfizer.com

The global language of business

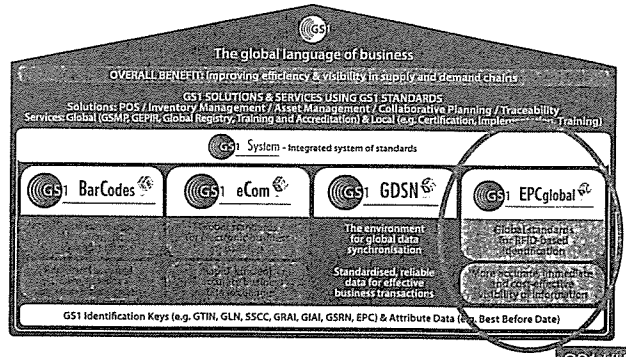


What we'll cover in this session

1. Fundamentals of RFID
2. EPCglobal Standards
3. EPCglobal Network – "Internet of Things"
4. EPCglobal Organization

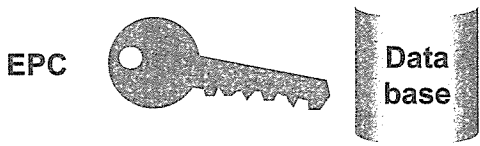


EPC: A pillar of the GS1 System

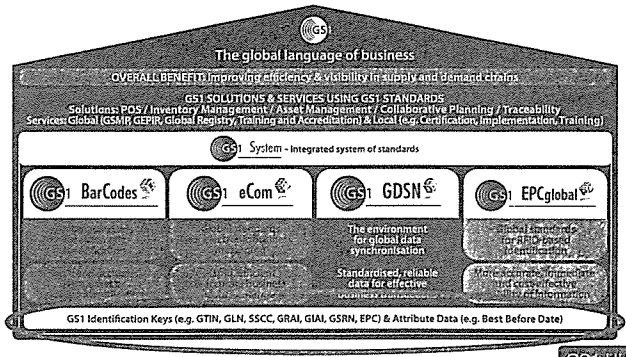


Electronic Product Code (EPC)

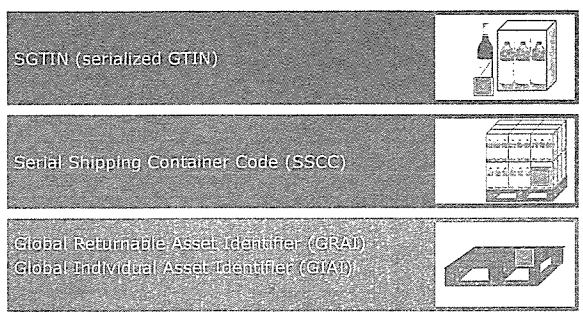
- Identification of individual objects
- On the basis of RFID (transponder as data carrier)
- Globally unique and collision-free
- Access key to additional information stored in databases



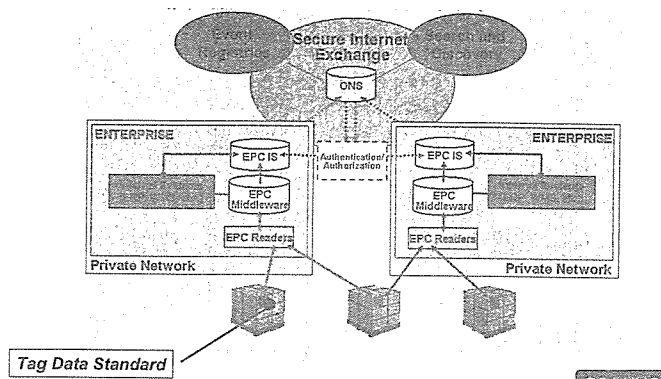
EPC: one of the Identification Keys on which the GS1 System is built



EPC at item, case and pallet level



EPCglobal Standards Overview





Compatibility GTIN – EPC SGTIN

GTIN	Indicator	Company Prefix	Article	Check Digit	Serial Number
	0	4012345	00734	3	2



Filter	Partition	EPC Manager	Object Class	Serial Number
8 Bit	3 Bit	3 Bit	24 Bit	20 Bit
0011 0000 binary	001 binary	5 decimal	4012345 decimal	000734 decimal
				2 decimal

13



©2007 GS1



EPCglobal Tag Data Standard

Binary – on-tag representation

```
00110000011101000010010101111011111010001100010010
1111110000000000000000000000000000000000000000010
```

Tag's Uniform Resource Identifier (URI) –

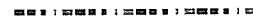
in software when all tag info needs to be represented

urn:epc:tag:sgtin-96.3.0614141.100743.2

Pure Identity URI – just the EPC

urn:epc:id:sgtin:0614141.100743.2

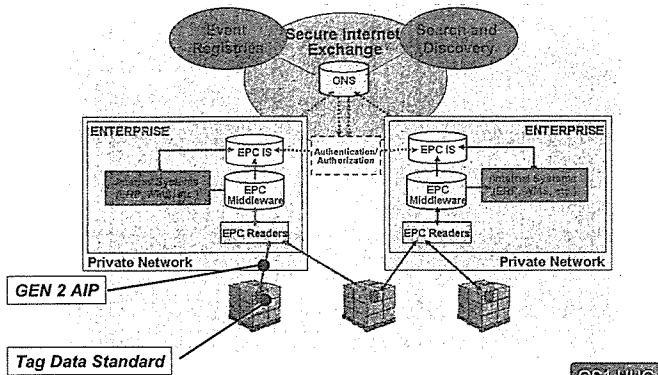
14



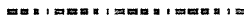
©2007 GS1



EPCglobal Standards Overview



15



©2007 GS1



EPCglobal Air Interface Protocol

Specifies...

- physical transfer of data between transponder and reader
- Commands which the reader can execute in its communication with transponders
- Anti-collision procedures for simultaneous reads

Features include...

- EPC Air Interface ⇔ ISO 18000-6 Part C
- Frequency: UHF
- High read & write speeds (50-200 tags/second)
- KILL Function

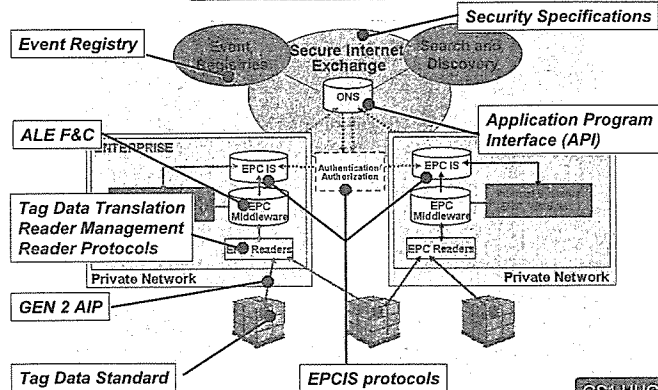
16



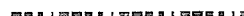
©2007 GS1



EPCglobal Standards Overview



17



©2007 GS1



EPCglobal Standards Overview

Tag Data Standard	How to encode EPC tags information based on various numbering system standards?
G2 Air Interface Protocol	How does a reader communicate with tags?
Reader Protocol	How does middleware communicate with a reader?
Reader Management	How to manage a multiple EPC reader environment?
Tag Data Translation	How a reader converts tag data standards to an Internet compatible format?
Filter and Collection ALE	How to count the number of EPC's from multiple readers based on specific criteria?
ONS Application Layer Interface	Where to find more information about an EPC?
EPC IS Protocols	How to store and retrieve information about an EPC?
Security Specification	How to keep EPC information secure?
Network Architecture	How to find where is an EPC and where it has been?

18



©2007 GS1



What we'll cover in this session

1. Fundamentals of RFID
2. EPCglobal Standards
3. EPCglobal Network – “Internet of Things”
4. EPCglobal Organization

19



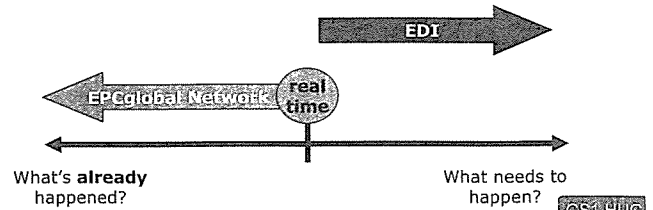
Traditional EDI vs EPCglobal Network

EDI (EANCOM or X12): **process-centric**

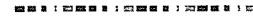
- Request for action or a series of actions to generate an event or service

EPCglobal Network: **event-driven**

- Automatic logging of movement and events in real time, as they are occur

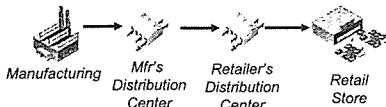


20



EPC Information Services (EPCIS) EPCIS Events

- Which EPC numbers have been read?
- When have the EPC numbers been read?
- Where have the EPC numbers been read?
- Why have the EPC numbers been read?

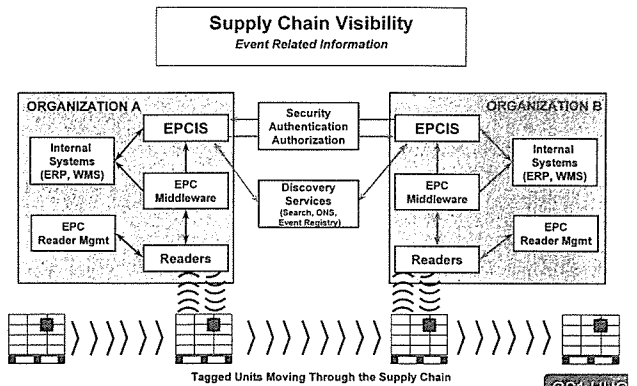


EPCIS events are the basis for improving business processes

21



The EPCglobal Network



22



Supply Chain Visibility

The power of event-related information...

- Improved consumer availability
- Demand driven supply chain
- Reduced inventory
- Increased productivity
- Reduced claims and resolution costs
- Reduced shrinkage
- Improved promotional effectiveness
- Reduced counterfeit
- Improved ability to track and trace

23



Supply Chain Visibility

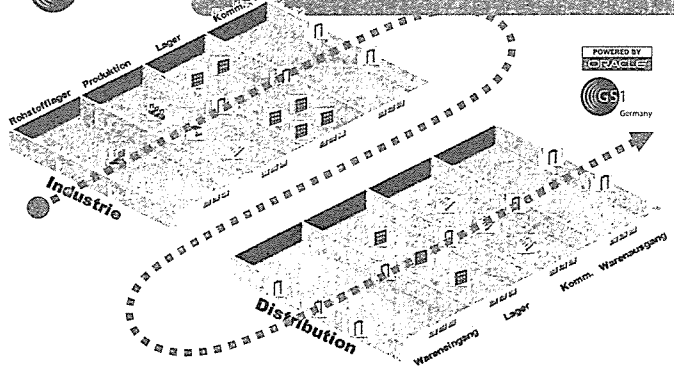
- If you can't see it, you can't measure it
- If you can't measure it, you can't control it
- If you can't control it, it's probably costing you too much money
- And you probably don't even know how much

24





Flow of goods in the EPC Showcase



<http://www.gs1-germany.de/internet/content/e39/e52/e2685/e2688>

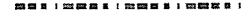
25



What we'll cover in this session

1. Fundamentals of RFID
2. EPCglobal Standards
3. EPCglobal Network – "Internet of Things"
4. EPCglobal Organization

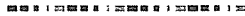
26



EPCglobal Organization

- Founded in 2003 by von GS1 und GS1 US
- Specifications based on the work of the Auto-ID Center at MIT
- User-driven and user-sponsored
- GS1 Member Organizations (MOs) are the exclusive representatives of EPCglobal at national level

27



From Auto-ID Centre to EPCglobal



Partnership between 100 global firms, including founders:

- Uniform Code Council (GS1 US)
- EAN International (GS1)
- Procter and Gamble
- Gillette

EPCglobal

- Global:**
- Standards Development
 - Adoption
 - Brand management and marketing
 - Policies (Privacy, Intellectual Property)



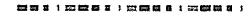
- Local:**
- 101 countries worldwide
 - Member communication
 - Member Support
 - Training and Education



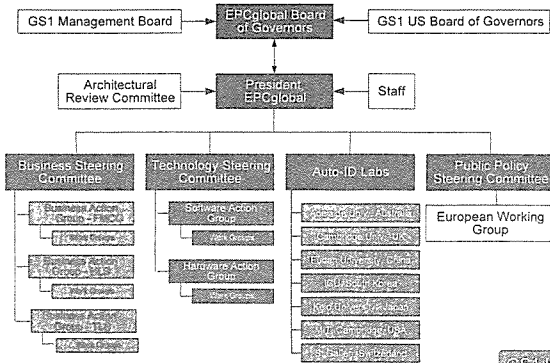
Continued Research

Research → Implementation

28

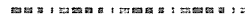


EPCglobal Inc Organisation Chart

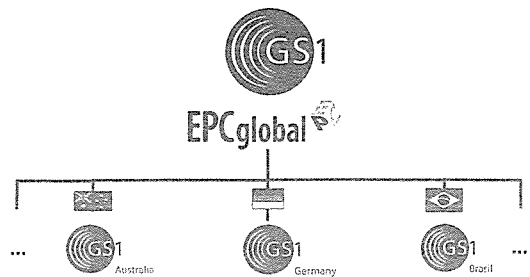


Virtual organization ~ 2000 individuals

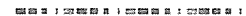
29



GS1 Member Organizations (MOs) Representatives of EPCglobal at national level



30



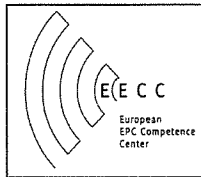


European EPC Competence Center (EECC)

- Accredited as EPCglobal Test Center in September 2005
- Focus on European regulations and processes
- Goal: support the rollout of RFID and EPC in Europe



METRO Group
The Spirit of Commerce



RFID Testing

RFID Education Program



31



EECC's Service Portfolio

RFID Testing

Applied Tag Performance (ATP)

- Transponder Placement
- Read Range (860 - 960 MHz)
- Orientation Sensitivity (360°)

"Real Life" Dynamic Testing

- In live production environment

Custom RFID Testing

- Individually tailored

RFID Education Program

- Technical principles and functions
- EPCglobal & ISO Standards
- RFID regulations
- EPCIS, EANCOM® interim solution
- Applying transponders
- System and application design
- User reports from EPC pilots

Instructors from standardization (GS1), users (industry/retail/logistics) and technology manufacturers and providers



Further info: epc@eecc.info



32



EECC's RFID Education Program: 2007 Sessions

Fundamentals of RFID & EPC <i>Grundlagen RFID und EPC</i>	Criteria for a Successful Rollout <i>Einflussfaktoren der erfolgreichen RFID-Einführung</i>	UHF Expert Training <i>Expertentraining UHF</i>
Tuesday <i>Dienstag</i>	Wednesday <i>Mittwoch</i>	Thursday <i>Donnerstag</i>
6. März	7. März	8. März
24 th April	25 th April	26 th April

Registration & Info: epc@eecc.info



33



Craig Alan Repec
GS1 Germany
T +49 (221) 947 14 243
E repec@gs1-germany.de

The global language of business

Global Healthcare User Group – GS1 HUG™
 Rich Hollander, Pfizer – HUG Co-Chair
 30th January 2007

The global language of business
 www.gs1.org

Our Mission

Lead the healthcare industry to the effective utilization and development of global standards, with the primary focus on automatic identification to improve patient safety.

Our Vision

To be the single source for regulatory agencies and trade organizations (manufacturers, wholesalers, distributors, hospitals and pharmacies) to seek input and direction for global standards in the healthcare industry.

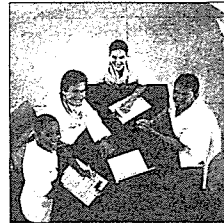


Primary focus

Develop global standards for automatic product identification, using Bar Codes and RFID.

Future projects

- Medical catalogue
- Data synchronization
- Classification
- E-commerce
- And more ...



Prevention of Medical Errors

Encoding of the unit dose or unit of use package to enable automated verification to ensure right dose, for the right patient at the right time. Encoding of the unit of use package to enable automated verification to ensure the right device for the right patient.

Product Authentication

Utilizing a GS1 data structure, enable authentication of individual packages, cases or pallets.

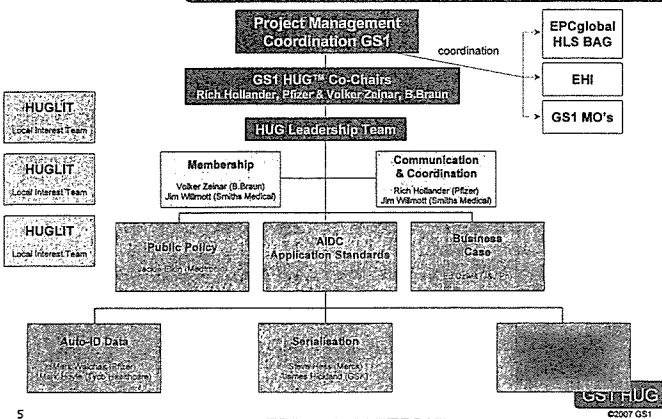
Tracking and Tracing

Utilizing a GS1 data structure, work with supply chain trading partners to enable an electronic pedigree for individual packages such that in the event of a counterfeiting incident, tracing of the suspect product can occur.

Increase Total Supply Chain Efficiency

Through greater visibility, accuracy and velocity.

GS1 HUG™ Organisation



The GS1 HUG™:

What is our roadmap for the next two years?



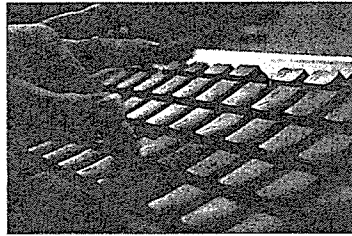
Contact details

GS1 Global Office
 Avenue Louise 326, bte 10
 B-1050 Brussels, Belgium
 T + 32 2 788 78 00
 F +32 2 788 78 99
 W www.gs1.org

The global language of business



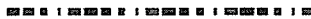
GS1 website



www.gs1.org



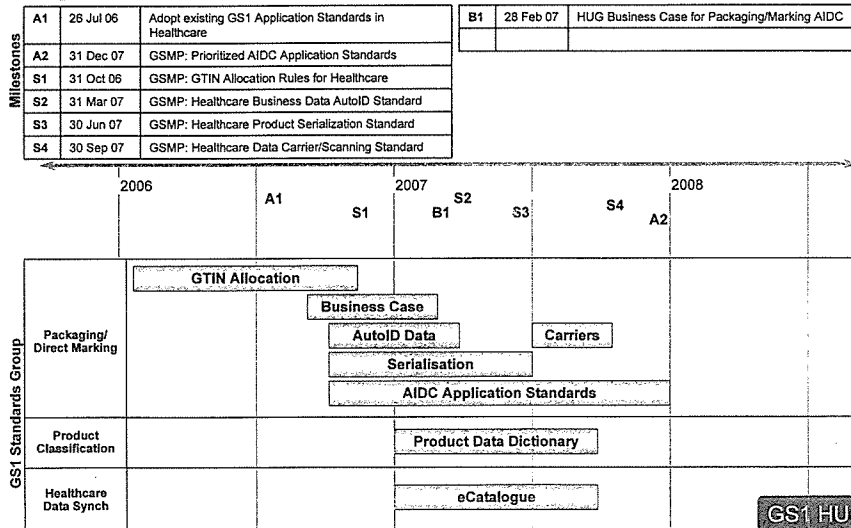
8



HUG

HUG Standards Development Strategy

Version 1.1
13 Nov 06



©2007 GS1

GS1 ヘルスケアユーザーグループ(HUG)について

2007.3.23 訂正版
 流通システム開発センター

1. 経緯

1) 2005年5月、大手グローバルヘルスケア企業がボランティアでGS1の中にヘルスケアユーザーグループを結成

ミッション: 患者の安全確保を目的としてヘルスケア業界で使用するための自動認識のグローバル標準を開発して普及させる

ビジョン: 各国の関係官庁や業界団体が流通標準化について検討する際に頼られる唯一の相談窓口となる

目的: ヘルスケア分野の流通標準の開発、e ビジネスの新技术の業界への啓蒙、GS1に対する助言、GS1標準の普及促進

2) 開催動向

2005年9月第1回 HUG 会議開催、以後2006年9月まで4回開催。年3回開催が基本。

	開催時期	開催場所	日本の参加企業
1	2005年9月	ブリュッセル	オリンパスメディカル、テルモ
2	2005年11月	プリンストン(米)	オリンパスメディカル、テルモ
3	2006年3月	ローマ	
4	2006年6月	ミネアポリス(米)	オリンパスメディカル
5	2006年9月	パリ	オリンパスメディカル
6	2007年2月	ベルリン	オリンパスメディカル
7	2007年6月	オランダ(米)	

2. 現在の組織・活動

● 4つのワーキングチーム(略称 WT)が活動中

- ① オート ID データ WT …… 製品識別のためのビジネス要件、データ要件をまとめる
- ② GTIN付番ルール WT …… 商品識別コードGTINの付番ルール作成。原案が完了。
- ③ シリアライゼーションWT …… 医療機器や人体埋め込み器具自体の識別マーキングの検討
- ④ ビジネスケース WT …… 利用事例の収集・アウトプット(ミシガン州立大学協力)

● 現在のメンバーは、約40社、64名。

医薬品メーカー、医療機器メーカー、GS1 各国組織が中心。各会議開催ごとにメンバーの変動あり。

医薬品メーカー	15	ファイザー、ジョンソン&ジョンソン、ファーマ、メルク、バクスター、アストラゼネカ、サノフィ・アベンティス、ノバルティス、プリミール、セレンシオ、ウェイス・バーマスケジュール、ユテカル、GEODIS、セファロン、アムゲン、アンジオ・ダイナミクス、BV メッド、
医療機器メーカー	14	エースクラブ、ビー・ブラウン、スミス・メディカル、ポストン・サイエンティフィック、クック、メトロニック、タイコ・ヘルスケア、ポール・メディカル、アルコン・ラボラトリーズ、エドワーズ・ライフサイエンス、ホスビーラ、ジョンソン&ジョンソン、テルモ、オリンパス・メディカル、
IT ベンダー	3	IBM、SAP、オラクル
政府系機関	7	米国 FDA、英国 NHS、カナダ PHSC(バーソナル・ヘルス・セーフティ・コンサルタンツ)、ニュージーランド厚生省、ドイツ厚生省、フランス厚生省、スペイン州政府
卸業者	2	米マッケソン、仏クラティア・メッド、
病院	2	仏ボンビドール総合病院、ジュネーブ大学病院
運送	1	DHL

団体	1	欧州ジェネリック医薬品協会、
合計	40	

GS1 組織	15	本部、米、英、仏、独、伊、スイス、日、スペイン、オーストリア、オーストラリア、カナダ、ハンガリー、アイルランド、オランダ、
--------	----	---

- 上記 GS1 の各国組織は希望すれば Non-voting メンバーとして参加可能である。
 役割: 上記ワーキングチームに参加して HUG の活動をサポート

3. HUG の活動と国内業界の GS1 標準化の動向比較

W T	活動概要	国内業界の対応動向
オート ID データ WT	現在、医薬品へのバーコードによる製品識別に必要なデータ項目と必要理由について、日米欧からアンケート調査し、記入内容を精査中。国際電話会議に流閉センターが参加。5月にデータ要件をまとめる予定。	医療機器業界(別紙参照) 1999年 医療機器業界GS1 採用宣言 2000年 UCC/EAN-128 ガイドラインでGS1 データ項目標準化。 2005年日本医療器材工業会GS1 採用 2006年日本歯科商工協会GS1 採用 2006年日本医用機器工業会GS1 採用(鋼製用具への二次元シンボル採用)
GTIN付番ルール WT	医療用医薬品、医療機器、大衆薬についての付番ルールの原案作成済。 4月開催の GSMP で検討予定	① 医療用医薬品、医療機器ともにGS1 付番ルールに対応可能 ②大衆薬工業会での付番ルールの普及推進(流通SCM事業との連携必要)
シリアライゼーション WT	現在、医療機器や人体埋め込み器具自体の識別に必要なデータ項目と必要理由について、日米欧からアンケート調査し、記入内容を精査中。	日本からオリンパスメディカルシステムズ(株)が医療機器業界の代表として参加。
ビジネスケース WT	現行の医療業界でのGS1 標準による事例を収集、編集済中。	HUG 会議で流閉センターが進捗フォロー

30 January 2007

From 8:30 onwards: Registration

GS1 HUG™ Primer

9:00 – 11:30 Training Session on GS1 Standards – BarCodes, eCom, GDSN and EPCglobal, GS1 HUG™ Basics – Mission and Vision

BarCodes and eCom – David Buckley, GS1 Global Office

David Buckley is a 10 year veteran of GS1. In that time he has occupied various roles in the development and implementation support of GS1 standards. In his current role, Mr Buckley's main responsibilities are focused on assisting GS1 Member Organizations with tools that support the consistent implementation of standards with particular emphasis on the GTIN Allocation Rules and Helpdesk web systems. Mr Buckley also provides the secretariat to the ISO working group in the area of Bar Code data content.



Upon completion of his degree in Economics from the University of Loughborough, Mr Buckley joined the graduate programme of the Xerox Corporation in his native of England. During this time he worked primarily on quality and product rationalisation. Xerox further supported his MBA studies which were awarded in 1994.

Within the HUG work programme, Mr Buckley has provided GS1 Staff support to the Work Team on GTIN Allocation Rules for Healthcare led by Mark Walchak (Pfizer) and Mark Hoyle (Tyco Healthcare) and the Bar Code Implementation in Healthcare Baseline survey.

GDSN – Rolf Stark, Sinteris

Rolf Stark holds a Diploma as Master of Business Administration at the University of Trier. After his studies, he was project manager for development and implementation of a computer aided sales information system for the Chamber of Commerce, Germany, in 1992 and Madakom, a joint venture of GS1 Germany (formerly Centrale für Coorganisation GmbH) as Project manager and GK Panel Service, a world leading market research institute. Madakom provided scanner based P.O.S. data for market research purposes.



From 1997 to 2002 he was the Division Manager and Executive Board Member at GS1 Germany responsible for SINFOS, the standard based master data pool. Since 2002, Rolf is Chief Technical Officer of SINFOS GmbH, a joint venture of GS1 Germany and Pireon NDH AG, a leading supply chain management service provider.

Since 1997 Rolf Stark attends to the interests of the German consumer goods industry in miscellaneous national and international standardisation bodies of GS1-UCC, ECR Europe and Global Commerce Initiative (GCI).

File: HUG Agenda Berlin 2007.doc Page 1 of 15 pages

Work Teams

Auto ID Data – Mark Walchak, Pfizer & Mark Hoyle, Tyco Healthcare (see HUG Work Team feedback session)

Sortalisation – Stephan Hess, Merck – (see HUG Work Team feedback session)

Regulatory – Jackie Ekin, Medtronic

Jackie has been working in the medical device sector for more than 18 years. Currently, Jackie holds the position of Regulatory Compliance Manager for Medtronic, Inc. Corporate Regulatory Compliance. Her responsibilities include the development and implementation of global policy and standards around Standard Product Identification for Medtronic products and services. In this role, she is also responsible for managing product identification applications and associated governance teams to ensure Medtronic distributed products are in compliance with established Corporate Quality and Regulatory Affairs Policy.



Jackie's responsibilities also include providing regulatory compliance leadership and consultation to project teams from various functional groups within the corporation in order to establish regulatory, quality and validation compliance for global business solutions and enterprise systems.

Prior to joining Medtronic, Jackie worked as a Sr. Paralegal in the Hospital Products Group of Pfizer, Inc. Her background includes managing product liability and patent litigation cases as Sr. Paralegal and then as a Litigation Support Manager.

Jackie has a Paralegal Degree and an IT Management Degree from Concordia University, St. Paul, Minnesota.

Support Team

Communication & Coordination – Jim Willmott, Smiths Medical

Jim Willmott is the Group Labeling Manager for Smiths Medical, a part of Smiths Group plc. His responsibilities include the development of, and ensuring compliance to, corporate identity guidelines for packaging, labeling and standards around Standard Product Identification for Medtronic products and services. In this role, she is also responsible for managing product identification applications and associated governance teams to ensure Medtronic distributed products are in compliance with established Corporate Quality and Regulatory Affairs Policy.



Jim joined Smiths Medical in June 2002, having previously worked for other leading medical device manufacturers, in both Regulatory Affairs and Marketing positions. He was based in Germany and Japan before returning to the UK to join Smiths Medical. He is also a member of several committees and task forces within trade associations and standards authorities (e.g. ADH, Eucomed, ISI & GCI).

11:30 – 12:00 Registration and Lunch

12:00 – 13:00 Lunch

File: HUG Agenda Berlin 2007.doc Page 3 of 15 pages

Ministry of Health Germany – Dr. Klaus Theo Schröder, State Secretary

Professional career:
Dr. Schröder's studies were followed by research, investigating issues relating to the use and effects of modern technologies, structural, research and innovation policies at the Comprehensive University of Duisburg, the Vienna University of Economics and Business Administration, the University of Trier and the Fraunhofer-Institut für Systemtechnik und Innovationsforschung in Karlsruhe.



Political career:
In November 1986 Dr. Schröder entered into (what was then) the Ministry for Labour, Health and Social Affairs of the region of Northrhine-Westphalia in Düsseldorf, various executive functions in the fields of, inter alia, labour market and structural change, children, youth, family affairs as well as basic and cross-cutting issues of social and health policy.

In December 1984 he became State Secretary at the Thuringian Ministry for Social Affairs and Health in Erfurt, a function in which he was successful in elaborating, inter alia, a new hospital plan and restructuring the Thuringian hospital landscape.

In December 1993 he became State Secretary at the Berlin Senate Administration for Labour, Social Affairs and Women, where he took on responsibility particularly for health policy, the stabilisation of Berlin's health insurance funds and the reorganisation of the cities' hospitals.

In December 2000 Dr Schröder became a top executive at the Rhön-Klinikum AG, Bad Neustadt an der Saale, in charge of the management regions of Baden-Württemberg, Hesse, Northrhine-Westphalia, in January 2001, State Secretary at the Federal Ministry of Health, in October 2002, State Secretary at the Federal Ministry of Health and Social Security and in November 2005, State Secretary at the Federal Ministry of Health.

GIRP (European Association of Pharmaceutical Full-Line Wholesaler) – Lothar Jenne, Chairman Technical Committee

In 1970 Lothar Jenne entered into the family business "Max Jenne Arzneimittel-Großhandlung KG", a family-run medicine wholesale trade company based in Northern Germany, employing approx. 350 staff. In 1977 he became Managing Director of the subsidiary Max Jenne GmbH. In 1980 he became a general partner of the Max Jenne Arzneimittel-Großhandlung KG.



From 1993 – 2005 Lothar Jenne was vice-chairman of the WGA (Trade Association for Wholesale and Export Trades in Schleswig-Holstein), 1997 – 2000, chairman of the PHARGO (Federal Association of the Pharmaceutical Wholesale Trade) and since 1993, chairman of the administrative board of IFA GmbH (Information Centre for Medicine) the nation-wide clearance centre for all national data on medicines and drugs, 2003 a member of the Executive Committee of GIRP – the European Association of Pharmaceutical Full-Line Wholesaler, 2005 the chairman of the Technical Committee of GIRP, 2005 the chairman of the PHARGO Rationalisation Committee and 2006 a member of the executive committees of the North German employers' association AGA.

14:30 – 15:00 Coffee break

File: HUG Agenda Berlin 2007.doc Page 5 of 15 pages

EPCglobal – Craig Alan Repec, GS1 Germany

Craig Alan Repec is Project Manager in the RFID/EPC Solutions division of GS1 Germany. Over the past five years, he has been involved in a range of international standardisation projects for both EDI and EPC, with responsibilities including the coordination of German efforts within GS1's Global Standards Management Process (GSMP) and communications for GS1 Europe's European EPC Project (EER).



Craig studied German at the College of the Holy Cross in Worcester, Massachusetts, including a year abroad at the Humboldt-Universität in Berlin, Germany. Thereafter he was assigned an English language teaching assistantship at a commercial academy in Vienna, Austria, by the Fulbright Commission. Following completion of Keane Inc.'s Accelerated Software Development Program (ASDP), Craig worked as a Keane consultant on diverse application management engagements in Boston and Washington DC for over two years. He then served as project manager with an internet technology start-up in Bonn, Germany, before joining GS1 Germany in 2001.

The HUG – Mission and Vision – Rich Hollander, Pfizer

Rich Hollander is Senior Director of Packaging Services for Pfizer Inc.'s Global Manufacturing group. His responsibilities include package design and development activities supporting the Animal Health, Consumer Healthcare and Human Health businesses as well as the development and implementation of global packaging strategies. Rich received his Bachelor's Degree in Mathematics from Rutgers University in 1985 and his Masters Degree in Industrial Engineering from the Georgia Institute of Technology in 1987. He worked as a consultant with Andersen Consulting from 1988 until 1990 focusing in manufacturing information management systems. He joined Pfizer in 1990 as an industrial Engineer and in 1992 became Manager of Package Engineering. Since then Rich's responsibilities have grown to include all areas of package design and development for Pfizer. Outside of Pfizer Rich has been an active leader on various committees, work groups and task groups at addressing issues within pharmaceutical packaging. Rich currently co-chairs the GS1 Global Healthcare User Group and is the former chair of the Product Quality Research Institute's Packaging Work Group, USPJ Project Team on Packaging, Europe and Distribution, Institute of Packaging Professionals's Drug and Pharmaceutical Packaging Committee and PhRMA's Packaging Work Group. He continues to be an active member on all of these work groups.



File: HUG Agenda Berlin 2007.doc Page 2 of 15 pages

13:00 Opening and Introduction

Welcome by GS1 GO – Miguel Lopera, GS1 Global Office, Belgium

Miguel A. Lopera is President and Chief Executive Officer of GS1 (formerly known as EAN International) since April 2003. To add to his responsibilities, he was appointed Chief Executive Officer on 1st January 2004 of GS1 US (formerly known as the Uniform Code Council - UCC), the US based counterpart and joint owner with EAN International of the global EAN-UCC standards system.



Mr. Lopera, a Spanish national, brings to both organizations a wealth of division management, marketing and IT experience gained in every aspect of the FMCG business having spent 24 years with Procter and Gamble. Joining P&G as an IT analyst in 1979, he became IT Director of P&G Spain and later IT Director of P&G UK, Ireland and Scandinavia. In 1992, he changed career to Marketing, becoming Marketing Director of Laundry Detergents, Europe, in Unilever, Marketing Director of Fabric & Home care in Spain and later responsible for the Fabric & Home Care and Food & Beverage Divisions of Procter & Gamble (Spain and Portugal) based in Madrid. His major expertise has been in the areas of new brands introduction and European pricing.

Mr. Lopera is an early developer, strong believer of Collaborative Commerce between Manufacturers and Retailers. He created a Collaboration Program between key retailers such as Mercadona, Carrefour, Auchan and P&G Spain back in 1984, based on multifunctional teams, something unique at that time.

Miguel is an Ingeniero Superior de Electronica and Telecommunications (E.T.S.I.T of Madrid) and MBA for the Instituto de Empresa (Madrid).

Welcome GS1 Germany – Jörg Pretzel, GS1 Germany

Jörg Pretzel became CEO of GS1 Germany (formerly CCG) in 2003 and Chairman of GS1 Europe in 2005. Prior to joining GS1 Germany, Jörg Pretzel had a managing position at Heritz: PBS AG and Uves GmbH. Between 1981 and 1995, Jörg Pretzel served as CEO for Central Europe and Vice President of Sales at A.C. Nielsen. Jörg Pretzel graduated in Business Management at the University of Münster.



Greeting – Jürgen Völkopf, B.Braun

Jürgen Völkopf joined B.Braun in 1990 after studying business administration and mechanical engineering at the Technical University Darmstadt, Germany. The first year he worked as project engineer on various topics such as, customer service reorganization, master production scheduling, early e-commerce projects and also took part in a bar coding working group at EUKOMED.



In 1994 he moved over to controlling and started building up the B. Braun Group management reporting systems. In 1999 he became Senior Vice President Controlling and business administration.

Since 2002 he is the first globally responsible logistic manager of B.Braun as Senior Vice President Logistic and Supply Chain. He is responsible for all logistic operations of the B. Braun Group and coordinates the supply chain activities of all B. Braun Divisions. In dual roles he is responsible for the Supply Chain Management of the largest division, Hospital Care. In this position he's takes care of the global master scheduling, inventory, delivery performance and strategic purchasing of Hospital Care.

File: HUG Agenda Berlin 2007.doc Page 4 of 15 pages

ADKA, Association of Hospital Pharmacists Germany – Dr. Werner Kittlaus

Dr. Hans Werner Kittlaus is chairman of the committee for drug packaging of the Bundesverbandes Deutscher Krankenhausapotheker (ADKA) (German Association of Hospital Pharmacists).



After graduating in pharmacy at the University of Munich he obtained his PhD at the Max-Planck-Institut für Biochemie. He first worked at the Munich University hospital pharmacy before taking on the lead in the central pharmacy of the hospitals in the Munich region.

Dr. Kittlaus received the Lösch-Innovation-Prize for his developments in the field of table cytotabcs-containers and is regularly speaking on the topic of "Packaging and Identification of drugs as related to patient safety, prevention of medical errors and protection of patients and staff".

SPAIN – Projects of the Regional Healthcare Services Areas of Andalusia, Galicia and Catalonia – Susu Gavira, Sub Director Purchase and Logistics, Andalusia;

Martínez Serra Sanz, Purchase and Distribution Policy Manager and Carme Casanovas Garril, Purchase Assistant Manager, Catalonia.

Martínez Serra has a degree in Medicine and Surgery and in Economic Sciences. She has over 17 years experience in Financial Management in some of the 6 Hospitals of the Institut Català de la Salut. Moreover, she was Financial Manager of Bellvitge Hospital, as well as Financial Manager of the Research and Investigation Foundation of Bellvitge (IDIBELL) for 9 years.



Currently, Martínez Serra is Purchase Manager of the Institut Català de la Salut and her responsibilities include investment, purchase for all Catalan Primary Healthcare and the 6 public hospitals of their institution, reducing costs, cataloguing all products as well as product identification and proving all services required for Healthcare. In addition, she is also a member of the Designing Core Team, mainly in charge of the economic aspects of the SAP project.

Carme Casanovas has a degree in Medicine and Surgery. She has been working for 29 years in the Public Health System, specifically in the economic and medical area. She was Purchase Manager for nine years in the Traumatology and Rehabilitation Hospital in La Vall d'Hebron. At the same time, and from 1994, she became the Chief of the Outpatients Area in the hospital.



In 1999 she was nominated Logistics Assistant Manager and Administrative Contractor in Bellvitge Hospital, being mainly responsible for the purchase and logistics management and budget's control. During this period, she also took part in the Board of Directors, among other functions. Currently, she is Purchase Assistant Manager of the Institut Català de la Salut, coordinating hirings, purchases and logistics. Furthermore, she is a member of the team that is in charge of implementing the SAP project.

File: HUG Agenda Berlin 2007.doc Page 6 of 15 pages

Benjamin Rodriguez, Sub Director Economic Resources, Galicia.

Benjamin Rodriguez has a degree in Industrial Engineering and is the Economic Resources Sub director of the Ourense Hospital Complex (a hospital with more than a thousand beds) and the Logistics Innovation Project Manager of SERGAS. Benjamin has been working with the Automatic Identification and EDI technologies and has participated in many conferences for Logistics in the Health Field. He has been awarded with the 10th National Prize for Health Administration and Management Innovation in the Supply Chain and is professor for the Public Foundation of Galicia Health Administration in the Purchase and Logistics in Health Area. His previous jobs include: Technical Director of a water packer company, Supply Chain Chief Executive of the cars factory Citroën and Purchase Chief Executive of the Ourense Hospital Complex.



CHINA: The New Regulations for Medical Devices – Zexia Huang, GS1 China

Zexia Huang has worked at GS1 China (the Article Numbering Center of China) for 11 years since she graduated in 1995. She did research work on Supply Chain Management and has been involved in developing National Standards on numbering and bar coding based on GS1 and ISO standards. She was responsible for international cooperation from 1998-2001 and, since 2002 as a Deputy Director of Member Services, she is responsible for designing and maintaining member service system as well as developing training courses and organizing training programs for member companies and the staff of GS1 China.



Currently, Zexia is on loan from GS1 China and working and training at the GS1 Global Office in Brussels on Traceability, Healthcare and EPC. With a bachelor degree in International Enterprise Management, she received a Master education on Project Management before she moved to Brussels in January 2006.

31 January 2007

08:00 – 08:30 Coffee

Unit Dose Requirements

Hospital Tilburg, Netherlands – Albert W. Lenderink

Albert Lenderink studied pharmacy at the University of Leiden from 1974 to 1982. He then worked at the Ziekenhuisapotheek Midden-Drabant as a hospital trainee pharmacist from 1982 to 1984, hospital pharmacist from 1984 – 1990 and then as the Director of pharmacy from 1990.



The Ziekenhuisapotheek Midden-Drabant is responsible for the drug distribution of the following institutions: Integraal Zorgcentrum De Vliet, Oosterveld, St. Elisabeth Ziekenhuis, Tilburg, GGZ Midden-Drabant, Tilburg, Drogen & Maaswijk, Kraanhotel De Meboom, Tilburg, Revalidatie Centrum Lelypark, Tilburg, TweeSteden Ziekenhuis, Tilburg, TweeSteden ziekenhuis, Maaswijk, Verpleeghuis St. Elisabeth Goire, Streeklings De Runne, Goire, Verpleeghuis de Volcker, Dongen, Dr. Bernard Verbeeten Instituut, Tilburg, De vier viziets, 's-Herengoesbosch and Bergland Kliniek, Tilburg.

Hospital Forlì, Italy – Martina Minguzzi and Silena Sistu

Martina Minguzzi is Director of the Inter-Health Board Project of Oncological Pharmacy and Radiopharmacy for Forlì Health Board and IRST (Istituto Scientifico Romagnolo per lo Studio e la Cura dei Tumori), Meldola, also co-ordinating the same sector for the entire area of Romagna.



After having graduated in Pharmacy from the University of Bologna she obtained a PhD in Oncological Pharmacy from the University of Milan in 2000. She first worked as a Pharmacist in Santa Maria delle Croci Hospital in Ravenna and, up to 1989, chief of the Pharmacy Department of Ravenna Health Board. From 2002 to 2004, Ms Minguzzi was the Co-ordinator of the Pharmacy Programme of Forlì Health Board.

Silena Sistu is Head of the Information and Communications Technology Unit of Forlì Health and Social Services (Azienda USL di Forlì).



Ms Sistu holds a Degree in Electrical Engineering from the University of Bologna and a Post-degree course in Information Systems Analysis organized by the Region of Emilia Romagna. She previously worked as Head of the Data Processing Unit of the Urban Water Consortium for the provinces of Forlì and Ravenna (now Romagna Acque S.p.A) and Programme analyst in the Information Systems Department of Rimini Borough Council.

Ms Sistu was co-author for the theses "Principles and innovative applications in hospital logistics: unitary drug doses" (2004) and "Computerized management of sensitive personal information in the public health sector" (2006), Bologna University.

RFID in Hospitals

University Hospital Jena, Germany – Dr. Michael Hartmann

Dr Michael Hartmann has served as the Head of the Pharmacy Department at the Hospital of the Friedrich-Schiller-University, Jena, Germany, since 1995. Prior to his appointment, he held positions including Senior Staff Member in the Pharmacy Department at the Hospital of the Barmherzigen Brüder, Paderborn, Germany, and Research Fellow at the Harvard Medical School, Malman Research Center, Belmont, USA.



In addition to holding a degree in Pharmacy, Dr Hartmann has specialized in clinical and educational pharmacy and he has been awarded a Master Business and a Doctoral Degree. His areas of study and interest also include public health, economy for medical practice, and cost-effectiveness analysis for medical technologies and pharmaceuticals. He holds the Verba Legendi for Health Economics and is teaching Health Economics, Public Health and Comparison of Health Care Systems for medical student at the University of Jena.

Chelsea and Westminster Hospital London, UK – India Hardy

India Hardy is a pharmacist Project Managing within the UK's National Health Service. Responsibilities include the implementation of inpatient electronic prescribing and charting of medication using GE Healthcare's Lastword application. This project's aim is to incorporate the use of RFID by nursing staff for positive patient identification, at the patient's bedside at the time of medication administration.



India studied a Bachelor of Pharmacy at the University of Sydney and holds an MRPharmS for practicing in the UK.

12:30 – 13:30 Lunch

HUG Cooperation Partner

Eucomed (The Voice of the Medical Technology Industry in Europe) – Mike Kreuzer, Chairman ETF

Michael Kreuzer is the Technical and Regulatory director of ABHI (Association of British Healthcare Industries). In addition, he is also the chairman of the Eucomed E-business and supply chain management task force (ETF) as well as the Association Secretaries Council, a role which brings him into close contact with the European National medical technology associations in Europe. The current focus of the Eucomed ETF group is bar coding and auto identification capture technologies.



Business Case for Global Standards in Healthcare – Ed Dzwill, J&J Pharma and Dr. Hugh Lockhart, Michigan State University

Ed Dzwill is Manager Package Technology for the Global Pharmaceutical Supply Group since March 2006. GPSG provides supply chain management to Johnson & Johnson's Pharmaceutical sales and marketing companies. Ortho-McNeil Pharmaceuticals Inc, ProCera, Ortho Women's Health and Urology, Janssen Ortho-McNeil Primary Care, Ortho-McNeil Neurologica, Alza, Tibotec, Ortho Neurologica, Viatris Pharmaceuticals, and Ortho Biotech. His responsibilities include discovery and evaluation of new package design and development activities as well as involvement in global packaging initiatives in Mass Serialization, RFID, Anti-Counterfeiting, and Digital Pricing.



Dr. Hugh Lockhart holds B.S. and M.S. degrees in Packaging, and a PhD in Forestry Products. He has taught packaging courses and conducted research at the School of Packaging since 1977. Prior to 1977, Hugh worked for seven years as Manager of Packaging Technical Services at Parke, Davis and Company in Detroit, Michigan.



Since 1977 Hugh has taught courses in Pharmaceutical and Medical Device Packaging and Packaging Laws and Regulations. He has conducted research in several areas important to medical packaging. Among them are dissolution/shelf life of solid oral drugs, refrigerated (cold chain) shipment of drugs, in-use behaviour of CT container-closure systems, legibility of package labels, and tamper evidence of packages. He has also conducted research in medical device packaging related to the seal strength and seal integrity of sterile packages. In 2002 Hugh was the coordinator of the Drug Master File Workshop sponsored by the School of Packaging in Washington, D.C.

Hugh is a member of national research and testing committees, related to medical packaging. They include: ASTM Committees D-10 on Packaging and F-2 on Flexible Barrier Materials and the Packaging Working Group of the Product Quality Research Institute (PQRI), which is a national group of academic, government and industry experts in packaging of pharmaceuticals. Hugh served from 1995 to 2005 as a member of The US Expert Committee on Packaging, Storage and Distribution.

18:00 Meeting closure

19:30 Networking Night

University Hospital Geneva, Switzerland – Dr. Pascal Bonnabry

Since 2000, Dr Pascal Bonnabry is chief pharmacist of the Geneva University Hospital (Switzerland). He is head of the information systems resort of the Swiss Society of Public Health Administration and Hospital Pharmacists (SGASA). Dr Bonnabry studied at the Geneva University and obtained his pharmacist diploma in 1992. He specialised in clinical pharmacology and obtained a PhD in 1996. Since 1996, he is active in hospital pharmacy.



He teaches hospital pharmacy at the Geneva-Lausanne school of pharmacy and has the function of « chargé de cours ». He organizes a three year post-graduate education in hospital pharmacy. In collaboration with the University and the Lausanne University hospital, since 1999, He has specialization ideas in clinical pharmacology and hospital pharmacy.

Hospital Bruges, Belgium – Frankie Meulemans

Frankie Meulemans has over 30 years experience in the hospital pharmacy of Sint-Jan, Bruges and is responsible for automation. He is project leader pharmacy software (1996 – 2009) for Infihos-IHC – the Belgian standard for hospital pharmacy software (more than 10 hospitals). He is also responsible for the general product database, Infihos-IHC. Frankie is supporting the use of bar codes at the VZA (Flemish organisation of hospital pharmacists) and an active user of e-commerce in collaboration with ESI-Health – the association of Belgian healthcare suppliers.



10:30 – 11:00 Coffee break

Hospital Wiener Krankenanstaltenverbundes (KAV), Austria – Dr. Wolfgang Gerold

Dr. Gerold is leading the pharmacy division of the Directorate General of the Wiener Krankenanstaltenverbund, Vienna, since 1990 and is also responsible for medical economics and pharmacy since 2007. Having studied pharmacy at the University of Vienna, he obtained his PhD at the same university at Prof. Dr. Heitsch in 1986. He worked in hospital pharmacies and graduated additionally in Hospital Management.



Dr. Gerold is teaching at the University of Vienna and in the framework of the professional training of the Austrian Pharmaceutical Chamber and the Medical Chamber in Vienna. He was the founder and chief-editor of the trade magazine "Österreichische Krankenhauspharmazie" from 1987 – 1999 and member of the advisory board of the "European Hospital Pharmacy" until 2002. Dr. Gerold holds several positions at the Austrian Pharmaceutical Chamber and is author of the "Arzneimittel-Schnellerkennung" (a guide to quickly and safely identify drugs) since 1993.

e-Catalogue, Classification, GDSN

Comparatio Health (Purchasing Organisation of University Hospitals in Germany) – Dr. Frank Brüggemann

Frank Brüggemann has over 20 years experience in the healthcare industry. His complete hospital background reaches from his experience at the ward department and his work as a physician in surgery and orthopaedics as well as in IT and process optimization, consulting in various areas. Frank is currently working as the Managing Director of GSG and as a senior consultant for Comparatio Health GmbH. In addition to being a member of the GS1 Global Healthcare User Group, Frank is working with the University of Applied Sciences Faculty of Business Management and Social Sciences Healthcare Computing and Quantitative Methods in Osnabrück, Germany. His main focus is the standardization and optimization of logistics processes in hospitals.



His knowledge in informatics and healthcare processes is an ideal prerequisite to work on global standards regarding product identification and communication for the healthcare industry.

14:30 – 15:00 Coffee break

Global Data Synchronisation Network (GDSN) – Tom Werthwino, Johnson & Johnson Medical Devices

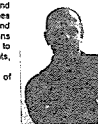
Tom Werthwino has over 25 years experience in the medical device industry. His background includes regulatory affairs, research & development, and marketing.



Tom is currently with the Johnson & Johnson Global Supply Chain Group. In addition to being a member of the GS1 Global Healthcare User Group, Tom is an active member of the AIM Global Healthcare Action Group, the IPEC Global Healthcare and Life Science Action Group, and the Health Industry Business Communications Council. Tom holds a B.A. from Penn State University.

Classification Systems in GS1 – Zoltan Patkai, GS1 Global Office

Zoltan Patkai has over twenty years experience in various fields of supply chain and information management with excellent references gained from Blue Chip companies such as Dow Chemical and Unilever, in a global market based in Belgium, UK and Hungary. He negotiated agreements, owned business processes, delivered solutions to complex problems ranging from strategy formulation to implementation helping to re-engineer processes and run companies to meet the new business requirements, cope with huge volume growth and changing customer requirements. Zoltan joined GS1 in July 2003 and is responsible for leading the development of Global Product Classification methodology.



19:30 Evening event

1 February 2007

08:30 – 9:00 Coffee

HUG Work Team Feedback Session

Auto-ID Data – Mark Walchak, Pfizer and Mark Hoyle, Tyco Healthcare

Mark Walchak is Senior Manager of Global Packaging Technology at Pfizer. His area of responsibilities includes areas of consumer health, human health and animal health. Mark is active in the bar coding, and anti-counterfeiting areas. Mark is also a member of the International Federation of Animal Health's Global Traceability Core Team.



Mark received his bachelors degree in Packaging Technology from Michigan State University in 1970, a Masters of Business Administration from Xavier University in 1976, and is currently completing course work for a Masters in Packaging Technology from Michigan State University.

Mark joined Pfizer in 2004 after having worked for 30 years in the healthcare and consumer goods area.

Mark Hoyle has a broad and varied experience across a number of industries but has concentrated within pharmaceutical and medical device manufacturing for the last 12 years. He is today focused with Tyco Healthcare as the leader for European Packaging.



Mark's growth in the industry follows an engineering path, especially in the area of new product and process introduction. In his present role he is responsible for global strategy development and implementation for product identification, complemented with a background in automation and controls.

Prior to joining Tyco Healthcare, at the beginning of 2005, Mark has worked as Process Development Group Manager for Ocular Sciences Inc. with key responsibilities for product launch of their daily disposable contact lens range. Prior to his six years with OSI he has worked as a Systems Validation Engineer for Glaxo, staying very involved with developing technologies and their introduction to the healthcare industry.

Serialization – Stephen Hess, Merck

Stephen Hess joined Merck in 1987 supporting the animal health packaging business. Since then he has worked in various Human health and vaccine packaging related positions including International and Domestic responsibilities. He is currently the Executive Director of packaging technology for Merck and Co, Inc. Prior to joining Merck, Stephen worked at Purdue Pharma and Olin Chemical in packaging related functions. He graduated from Michigan State University with a BS in Packaging in 1980.



11:00 – 11:30 Coffee break

File: HUG Agenda Berlin 2007.doc

Page 13 of 15 pages

GS1 Activities

EPCglobal HLS BAG (Health Life Science Business Action Group) – Michael Rose, J&J and Ron Bone, McKesson

Mike Rose has worked for Johnson & Johnson for over 30 years. Mike was appointed Vice President, RFID/EPC Global Value Chain with responsibility for Johnson & Johnson's RFID/EPC strategy. Mike's key responsibilities include: working with Johnson & Johnson's operating units and their customers to assess the impact of RFID on business processes, information and enabling technology, overseeing J&J's RFID Incubator Fund to stimulate innovation through RFID, and Collaborating with industry associations, regulatory agencies and external standard testing organizations to establish the future direction of RFID/EPC. Mike is a member of EPCglobal's Board of Governors. Mike is a tri-chair of EPCglobal's Healthcare and LifeSciences Business Action Group, and is member of EPCglobal's Business Steering Committee. Prior to his current assignment, Mike was most recently the Chief Information Officer for Ortho Biotech. In his career, Mike has held various positions of responsibility across Information Management and Discovery Research. Mike graduated from La Salle University with a BA in Biology, and received an MSE in Computer Science from the University of Pennsylvania.



Ron Bone is Senior Vice-President of Distribution Support at McKesson Pharmaceutical, San Francisco. In his role he is responsible for RFID & CSOS, the SAP Buy Side Business Owner and Field Distribution Network Standardization. He has worked for 33 years with McKesson Corp., in areas of operations, sales and financial management. Ron is a member of the EPCglobal - Business Steering Committee and Tri-Chair of the Healthcare and Life Sciences Business Action Group as well as a Member of Industry Relations Committee of the Healthcare Distribution Management Association (HDMA).



EHI (European Healthcare Initiative) – Nicolas Florin, Chairman

Nicolas Florin is CEO of GS1 Switzerland since 1st July 2006. Prior to his current role he worked for over 10 years for the Galienin Group, a diversified Group active throughout the healthcare market, from manufacturer to retailer. Nicolas first worked as financial controller of the Wholesale subsidiary Galixia and after that as Business Development Manager and later on as General Manager of the Allgoy Group, a European Pro-wholesale company providing broad range of specialized logistics services to pharmaceutical manufacturers. In addition to his CEO role for GS1 Switzerland, Nicolas has become Chairman of EHI (European Healthcare Initiative) as of 1st January 2007.



File: HUG Agenda Berlin 2007.doc

Page 14 of 15 pages

HUGLITs (HUG Local Interest Teams):

Switzerland – Christian Hay, GS1 Switzerland

Christian was born in Zurich, Switzerland in 1954 and is married with 2 children. Christian has a track record of over 15 years in Healthcare and played a leading role in the implementation of the EAN UCC System (now GS1 System) in narcotics control in Switzerland, logistics between pharmaceutical companies and wholesalers and aspects of the new billing rule for Health insurance providers (TARMED). He worked for over 3 years for GS1 Europe, Switzerland and France to address the specific standardized identification needs of the healthcare sector. Traceability and product pedigree are the key issues for patient safety. He is further involved in several hospital projects with bar codes and RFID, as support to enhance accuracy and reduce risks. He coaches some of these hospitals in the development of new process management.



Chile – Jose Luis San Juan, GS1 Chile

Jose Luis San Juan has taken responsibility in GS1 Chile for the Identification Area, and from a few months ago he is involved in the preparation of work groups related to codification standards in different areas from the Chilean National market (Health [public and private], Retail, Export, etc). Jose has 8 years experience in SONDA S.A (the largest IT company in South America), where he has designed and participated in the implementation and installation of technological solutions in more than 35 warehouses and more important centres of distribution in the country. From establishing client requirements, designing solutions, technical and economic proposals, he then provides detailed implementation. Jose has previously worked in new technologies in "Foundation Chile", through the sale and distribution of South American technological products of different types and origins. He was born in Spain and moved to Chile in 1994. He developed, for more than 10 years, substantial work in the School of Engineers of Mines of Madrid, through the investigation and development of technological products associated to the mining and other industries in general.



Australia-New Zealand – Ulrike Kreysa, GS1 Global Office on behalf of Mark Fuller, GS1 Australia



12:45 – 13:00 Discussion – Summary – Next steps – Date of Next Conference

13:00 Closure of meeting

13:00 – 14:00 Lunch

14:00 – 17:00 Visit to the Warehouse of Phoenix – a German Wholesaler LIMITED TO 50 PARTICIPANTS (currently all spaces taken)

File: HUG Agenda Berlin 2007.doc

Page 15 of 15 pages

Company	ASX	ISIN	Country	Market	Market Cap	Revenue	Profit	EPS	Dividend	Yield	Notes	Additional Comments
...

Company	ASX	ISIN	Country	Market	Market Cap	Revenue	Profit	EPS	Dividend	Yield	Notes	Additional Comments
...

Company	ASX	ISIN	Country	Market	Market Cap	Revenue	Profit	EPS	Dividend	Yield	Notes	Additional Comments
...

Company	ASX	ISIN	Country	Market	Market Cap	Revenue	Profit	EPS	Dividend	Yield	Notes	Additional Comments
...

Company	ASX	ISIN	Country	Market	Market Cap	Revenue	Profit	EPS	Dividend	Yield	Notes	Additional Comments
...

Company	ASX	ISIN	Country	Market	Market Cap	Revenue	Profit	EPS	Dividend	Yield	Notes	Additional Comments
...

INSTRUMENTS

Company	Lot Numbers				Serial Numbers						Impact to Change		Questions: How many serial nos. would your company need if:	Additional Comments		
	Number of	Structure	Meaningful	Assigned to Product #	Meaningful	Random	Centralised	De-centralised	Numeric	Alpha-numeric	Yes	No				
B. Braun - Aesculap (mfg)	150 - 200	numeric	yes	meaningful	random	centralised	de-centralised	numeric	alpha-numeric	yes			a) They assigned one serial number to every product "instance" they produced, independent of the packaging level or channel it was sold to.	b) They assigned one serial number to every product "instance" they produced, independent of the packaging level, but only for healthcare products.	c) They assigned one serial number to every product "instance" for their highest volume healthcare product.	
Lundager SA (mfg)	250,000 instruments / year	numeric	no	meaningful		centralised		numeric		yes						We all need a same structure code for future customer needs.
Boston Scientific (mfg)	10,000	alpha - numeric	yes		random	centralised	de-centralised		alpha-numeric	yes						

IMPLANTS

Company	Lot Numbers				Serial Numbers						Impact to Change		Questions: How many serial nos. would your company need if:	Additional Comments		
	Number of	Structure	Meaningful	Assigned to Product #	Meaningful	Random	Centralised	De-centralised	Numeric	Alpha-numeric	Yes	No				
St Jude Medical (mfg)	4 digits	alpha-numeric	yes	meaningful	random	centralised	de-centralised	numeric	alpha-numeric	yes	no		a) They assigned one serial number to every product "instance" they produced, independent of the packaging level or channel it was sold to.	b) They assigned one serial number to every product "instance" they produced, independent of the packaging level, but only for healthcare products.	c) They assigned one serial number to every product "instance" for their highest volume healthcare product.	
B. Braun - Aesculap	500	numeric	no		random	centralised	de-centralised		alpha-numeric		no					
Boston Scientific	10,000	alpha - numeric	yes		random	centralised	de-centralised		alpha-numeric	yes						
Stryker Europe (mfg)	10	alpha-numeric	no	meaningful			de-centralised		alpha-numeric	yes			many millions each year	many millions each year	no idea	

