



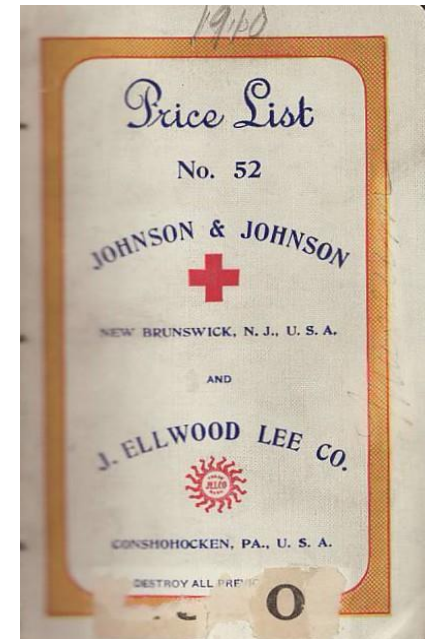
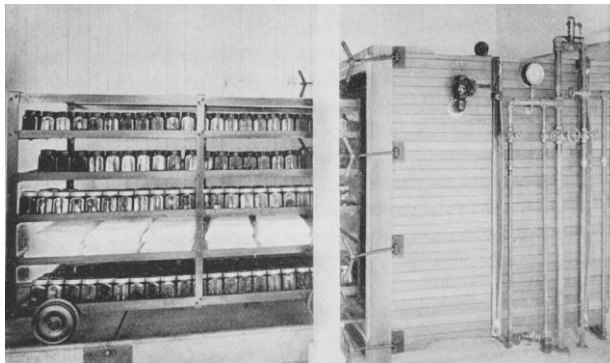
A Case Study in Collaboration



Thomas E. Werthwine
Global Process Owner
Johnson & Johnson Health Care Systems Inc.

Background

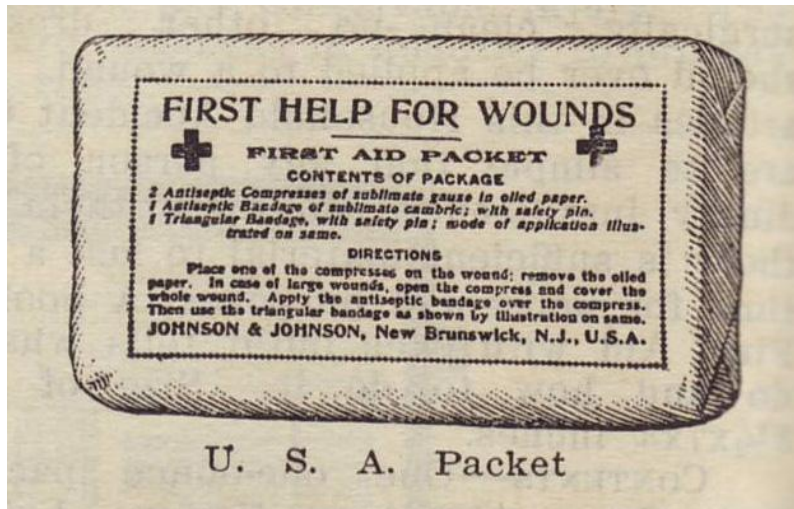
- Johnson & Johnson celebrates 125 years of providing health care products to consumers and their clinicians



Background

- A decentralized management approach
 - Consumer sector
 - Pharmaceutical sector
 - Medical Devices & Diagnostics sector

First Aid Kit



CARTO XP EP™ Navigation System

Decentralized organization lead to customer-driven local adoption



Current State

- The “who makes what” struggle in the health care sector

The screenshot shows the Cardinal Health website interface. At the top, there are navigation links for 'Investor Relations About Us', 'Careers News', and 'Our Businesses'. A search bar is located on the right. The main header includes the Cardinal Health logo and the text 'Medical Products and Services'. Below this, there are three tabs: 'Areas of Focus', 'Our Products', and 'Services and Solutions'. The 'Our Products' tab is active, displaying the title 'PROTECTIV® and PROTECTIV® Plus IV Catheter Systems'. A list of features includes 'Fully enclosed needle protection'. A paragraph describes the catheter systems, mentioning 'Smiths Medical ASD' and 'built-in needle guard'. An image of an IV catheter is shown with a 'Click to Enlarge' link. Below the text, there is a table with columns for 'Cat. No.', 'Mfr. No.', 'Needle Size', and 'Color Code'. The table lists four catheter models: JJ3053 (Yellow), JJ3050 (Blue), JJ3057 (Pink), and JJ3056 (Pink). On the left side of the page, there is a sidebar with contact information for hospitals, physician offices, and surgical instruments, along with a 'Sign in' and 'Register today' link. At the bottom left, there is an image of a hand holding a surgical dipper with the text 'Saving lives is first... Next is saving time'.

History of Ownership

JELCO Labs
 Critikon Inc.
 Johnson & Johnson Medical Inc.
 Ethicon Endo-Surgery, Inc.
 Medex Inc.
 Smiths Medical ASD

http://www.cardinal.com/us/en/distributedproducts/ASP/JJ3053.asp?cat=med_surg

GS1 Health Care Users Group - 2005

- Presented a “vision”
- One product – one number – worldwide
- “Hospitals buy Corn Flakes®”



http://www.gs1.org/sites/default/files/docs/hug/about/news/HUG_Newsletter_1_Nov_2005.pdf

Anecdotal Experience

- Some products used HIBCC bar codes
- Some products used GS1 bar codes
- Some products did not carry bar codes
- Some products carried regulatory-mandated bar codes
- Result
 - Impact on acquisitions
 - Impact on divestitures
 - Multiple labeling operations
 - Longer supply chains



How to convince management

- Obtain voice of the customer

NHS UK

HKHA

HT GROUP
Healthcare Transformation Group



- Participate with GS1 Standards Development



- Participate in Pilots



Mayo and CAH



Galway



AZ Sint Jan

Toerisme Brugge

Ice Auger Participants

MAYO CLINIC



CardinalHealth

Johnson & Johnson SUPPLY CHAIN

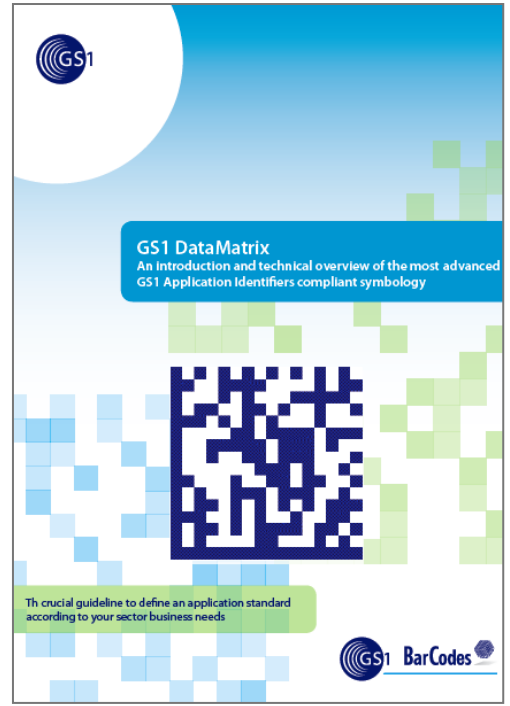
NovationSM

GHX[®]

Global Trade Item Number

- Internal Systems
- EDI Transactions
- GDSN synchronization
- Realize the “four way match”

GS1 Datamatrix Pilot

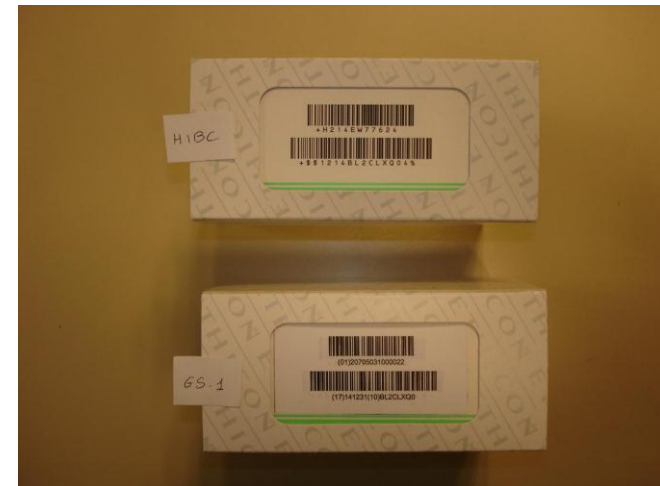
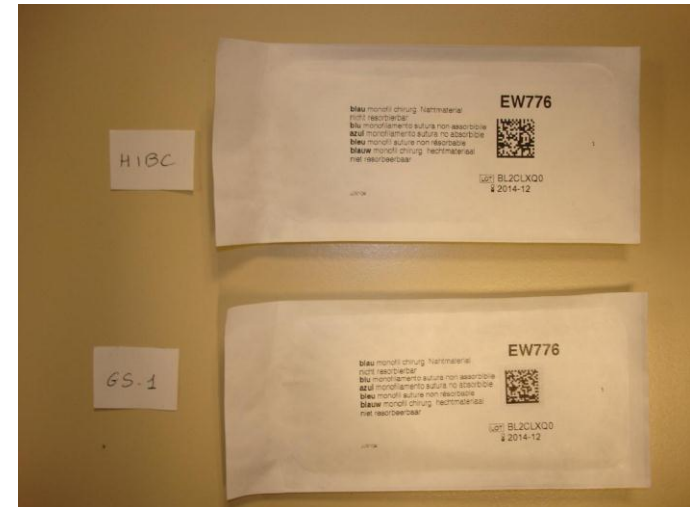


GS1 Datamatrix Pilot

Impact on manufacturing/supply chain

- Change MES system
- Change graphics system
- Interface with MDM system
- Create GTINs
- Change visual recognition/QA system
- Change AIDC system in distribution
- Validate all system changes

Pilot to production – a success!

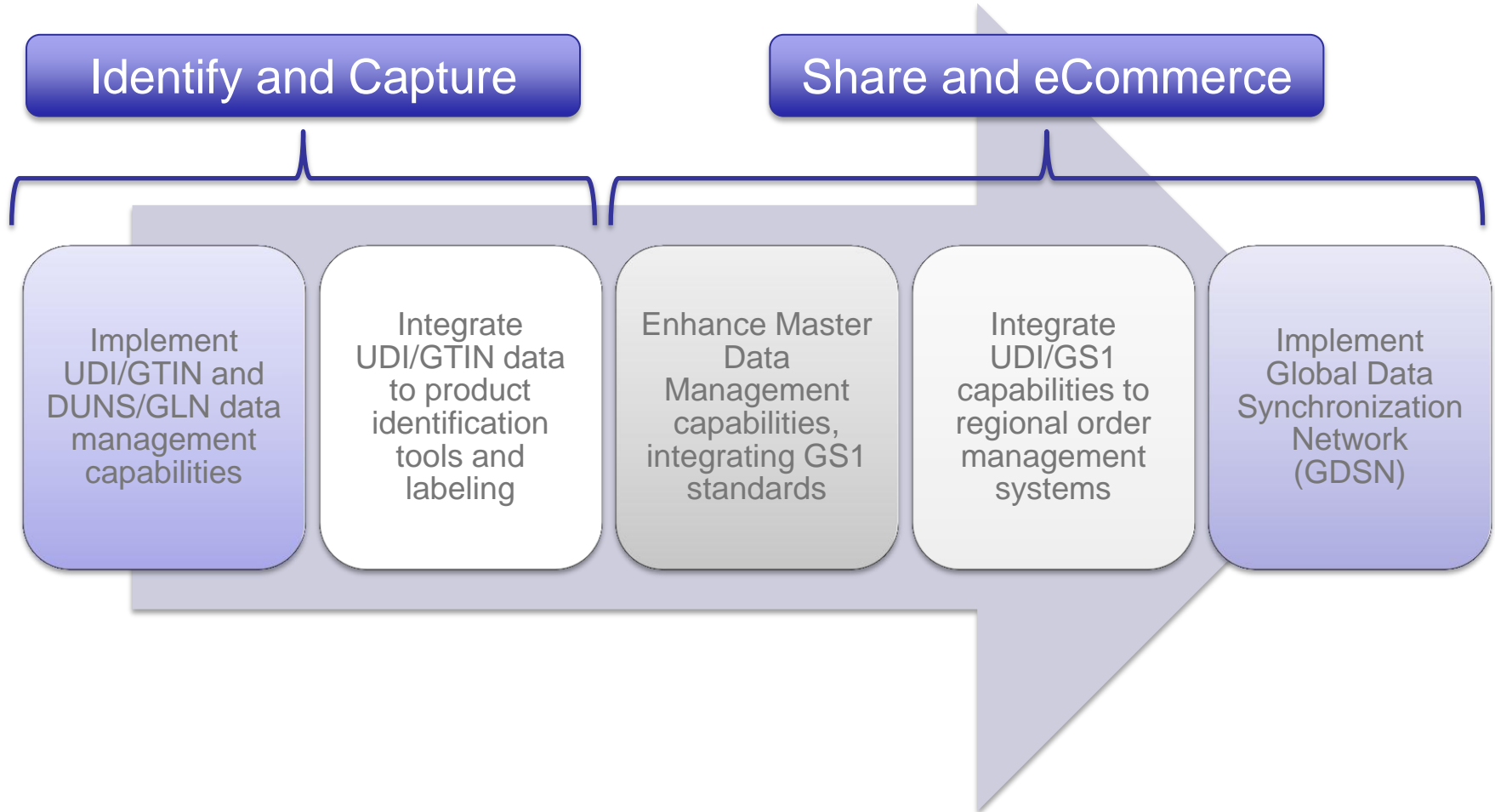




Key Learnings

- Use of Global Standards is essential
- RFID and Datamatrix can be used together
- AIDC technology did not adversely affect clinical workflow
- UHF RFID did not adversely affect medical instrumentation

Opportunity to Improve Business Processes



Decision: Adopt GS1

- All sectors
- All products
 - Where local regulations allow
- All levels of packaging
 - Where technically feasible
 - Consider manufacturing
 - Consider environment of use



Focus on GTIN Adoption



Sector / Franchise	Status
Consumer	Complete
Pharmaceutical	Product and market dependent
Medical/Surgical	In process with 2012 target
Diagnostics	In process with 2012 target
Diabetes Management	On point of sale packaging
Vision	On point of sale packaging



Focus on GDSN Adoption



- Currently sending data to 54 retailers worldwide



- Recently began sending data to U.S. Department of Defense in support of the “war fighter”

Desired Future State

- GS1 Standards and Identifiers in hospital systems
 - Procure to Pay
 - Inventory Management
 - Electronic Health Records
 - Implant Registries



VITROS[®] System 5600
Integrated

(BOX 1 of 2)

REF 680 2413

Ortho Clinical Diagnostics
a *Johnson & Johnson* company

733086

Ortho Clinical Diagnostics
Rochester, New York U.S.A.

EC REP Ortho Clinical Diagnostics
62 Broadway, Amersham,
The Bucks, UK

CE IVD

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This product contains a 30% (w/v) hydrogen peroxide solution. Special handling may apply. See user manual for handling instructions.
No other special disposal or handling instructions apply to your local environmental regulations. California: Comply with Title 25, Section 87204.4.
Este producto contiene peróxido de hidrógeno al 30% (v/v). Se requiere manejo especial. Véase el manual de instrucciones para obtener más detalles.
Este producto no requiere otros procedimientos especiales de eliminación de residuos. Consulte las regulaciones de su estado. California: Cumplir con el Título 25, Sección 87204.4.