



GS1 Healthcare and Mobile Access to Product Instructions

36%
of the world's population owns a "smartphone" (Nielsen, 2011)

44%
of U.S. adults research prescription drug information online (Manhattan Research, 2010)

80%
of consumers use social networks to research new products (IBM, 2012)

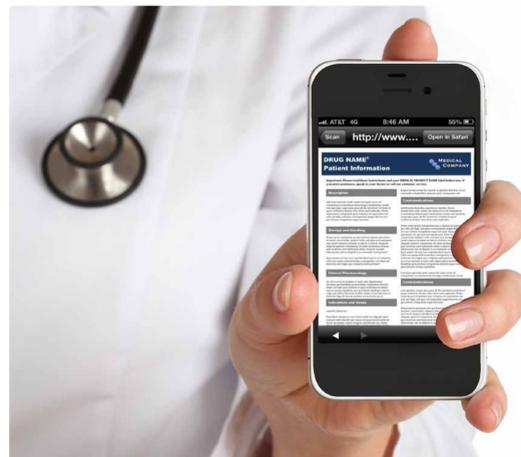
The world is changing, consumers have become more **"DIGITAL"** and this is also true in Healthcare



However, Healthcare wants only **ONE bar code symbol** printed on the products for authentication and "Mobile Health"

Now, **GS1 DataMatrix** can be the single bar code enabling access to:

- Web-based product information
- Product attributes



MEDICAL DEVICE NAME[®]
INSTRUCTIONS FOR USE

Important: Please read these instructions and your MEDICAL PRODUCT NAME label before use. If you need assistance, speak to your doctor or call our customer service.

DRUG NAME[®]
Patient Information

Description
This is a prescription drug. It is used to treat... (text continues)

Contraindications
Do not use this drug if you are allergic to... (text continues)

Warnings
Do not use this drug if you are pregnant or breastfeeding... (text continues)

Precautions
Do not use this drug if you are taking other medications... (text continues)

Directions
Take one capsule twice a day with food... (text continues)

Side Effects
Common side effects include... (text continues)

Storage and Handling
Store at room temperature... (text continues)

Clinical Pharmacology
This drug works by... (text continues)

Indications and Usage
This drug is used to treat... (text continues)

International toll-free MEDICAL COMPANY customer support
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Netherlands +31 90 123 45 67
UK +44 800 123 45 67 89

Germany +49 3234 567 8
France +33 90 123 45 67
Italy +39 90 123 45 67



GS1 Healthcare



The Healthcare stakeholders expressed their strong support in the adoption of GS1 as the global standard best suited for their industry

Implementing global standards across the entire healthcare supply chain could save 22,000-43,000 lives and avert 0.7 to 1.4 million patient disabilities, according to the McKinsey report. Called "Strength in unity: The promise of global standards in Healthcare", the report is based on interviews with 80 thought leaders in the Healthcare industry.

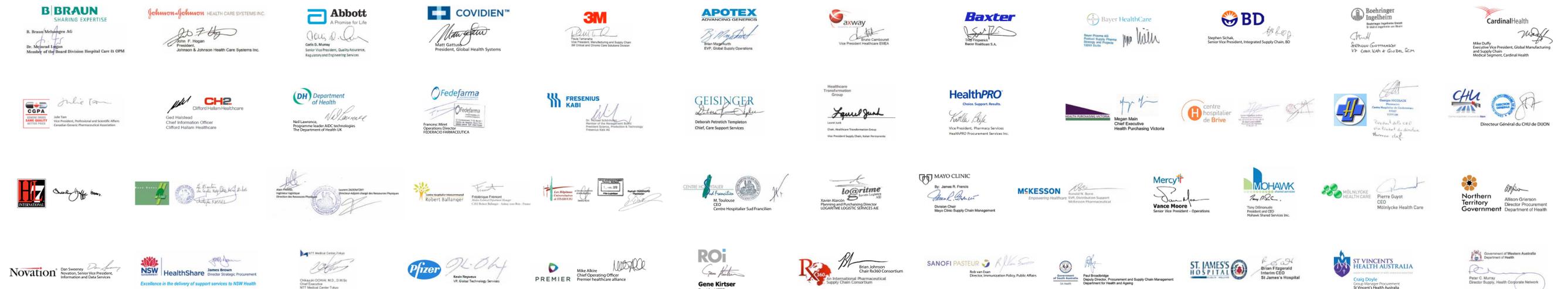
The report also found that rolling out a single, global standards-based system will:

- Keep **tens of billions of dollars** in counterfeit drugs out of the legitimate supply chain.
- Enable substantial safety benefits that would reduce Healthcare costs by **\$40-100 billion**.
- Cost significantly **less than** two or more systems.

More than 45 Global Healthcare Leaders have already endorsed the GS1 Healthcare Standards.

SIGN NOW

"to support the adoption of the GS1 System of Standards for Healthcare on a global basis. As GS1 Standards for Healthcare were developed and became available over the last few years, Healthcare communities across the globe have embraced them and advanced their implementation. GS1 Standards enable streamlined supply chain processes and improve visibility – from manufacturers to patients." Please contact Ulrike Kreysa - ulrike.kreysa@gs1.org or Anouk Chavel - anouk.chavel@gs1.org





ERICS – Measures of Adoption in Healthcare

Helping GS1 Member Organisations collaborate and achieve success



To measure is *to know*

Objective

ERICS is a strategic project sponsored by the Global GS1 Healthcare Leadership Team. It encompasses GS1 Standards implementation phases: **Engagement – Readiness – Identify – Capture – Share.**

ERICS has been designed to:

1. Collect a selection of implementation indicators in the areas above. These indicators and associated data is reported, normalised and shared between participating GS1 Member Organisations (MOs)
2. Become an collaborative and integrated platform to measure the implementation of GS1 Standards, track progress against previous outcomes and communicate successes and challenges in a consistent manner

Who should participate

Participation is open to all GS1 MOs

The following MOs should be congratulated for taking the lead :



The project will be rolled out in 'waves', engaging additional MO participants each quarter.

What's in it for the Member Organisations

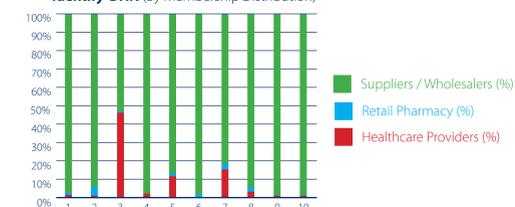
For the Member Organisation

The ERICS data will be used by MOs to measure adoption, leverage peer knowledge, capture learning's, and report about activities for their own markets. MOs will be able to determine:

- Which other MOs have a high level of activity in healthcare industry engagement
- Who has a systematic approach to readiness assessment
- The take up of GTIN and GLN in different markets and the drivers
- Which markets are using GS1 Bar Codes and scanning to a high degree, providing valuable use cases
- Which countries are implementing GDSN and eCOM to identify suppliers who are capable of doing this on a global scale

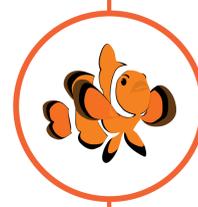
See the first examples of wave 1 outcomes: «Identify - GTIN» distribution and the level of «engagement»

Identify GTIN (By Membership Distribution)



Country Engagement Score

Country	Engagement Score
1	30
2	2
3	47
4	7
5	24
6	100
7	31
8	24
9	8
10	22



GET INVOLVED - Measure, Understand, and Act

If you are an innovative Member Organisation who can see the value of collaborating for success, if you want to learn from your peers, share your own experiences and want to measure the implementation of GS1 Standards in Healthcare in your market - **We can help!**

Join the team and contact Agathe Daskalidès, Assistant Manager Healthcare, at agathe.daskalides@gs1.org

You are not alone anymore – together we are stronger

