GS1 Healthcare and Mobile Health

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

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)

- 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**