20th Global GS1 Healthcare Conference
4th to 6th October 2011
Amsterdam, The Netherlands
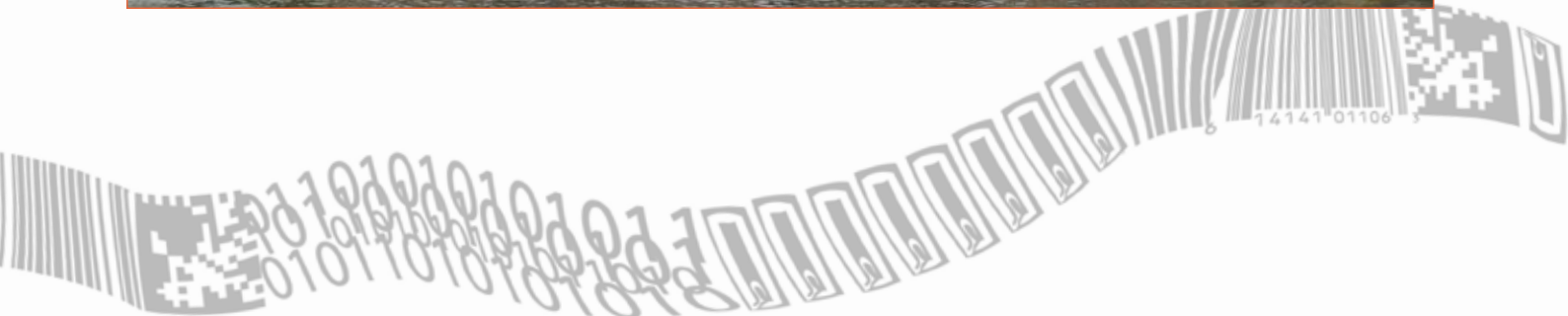
Global GS1 Healthcare Conference
Amsterdam, 4th to 6th October 2011

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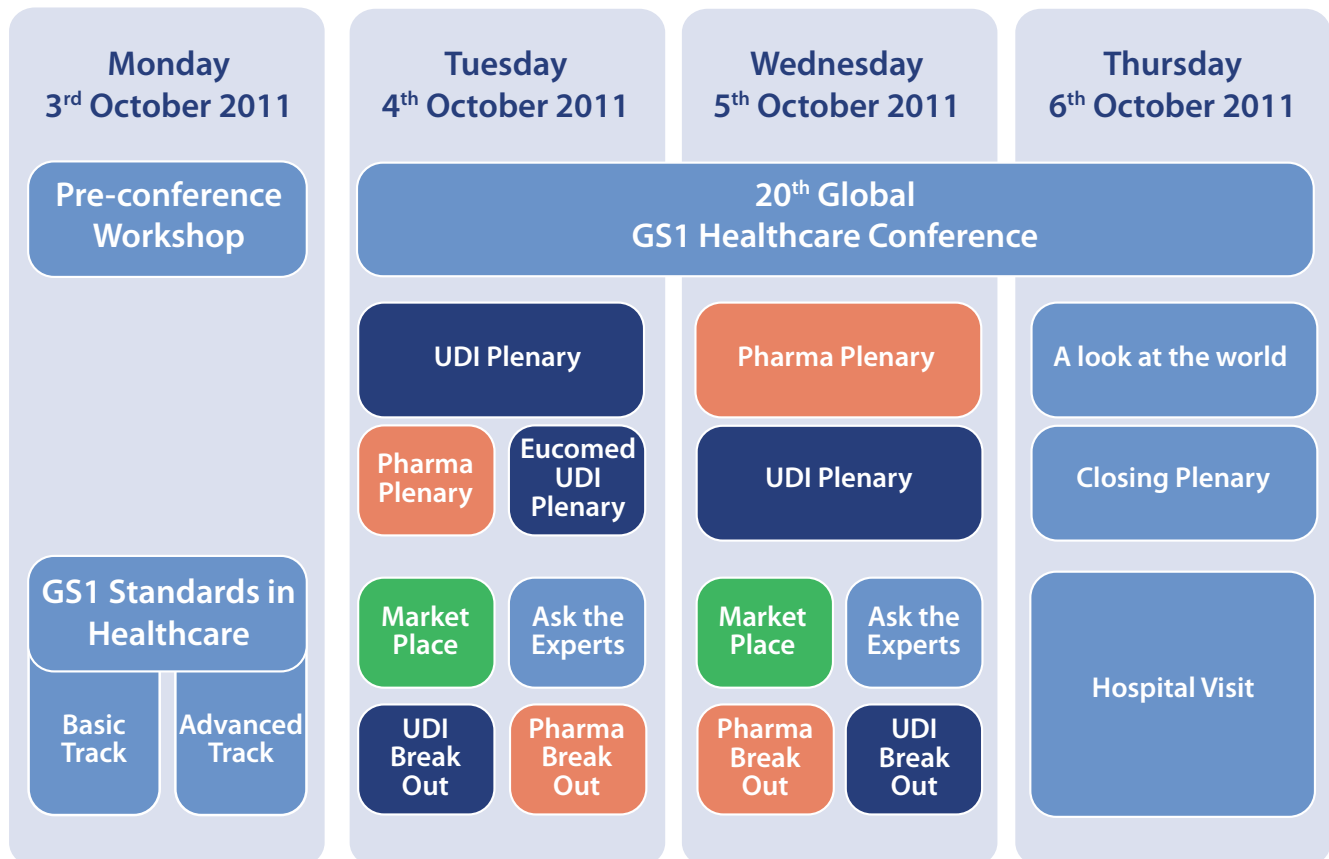
Acknowledgements

This conference is hosted by:

The global Healthcare user group would like to thank GS1 Netherlands for their support and for hosting this global conference.

We would also like to thank all speakers for sharing their valuable insights and all participants for joining.

Week at a Glance

Monday 3rd October 2011	Tuesday 4th October 2011	Wednesday 5th October 2011	Thursday 6th October 2011
Pre-conference Workshop	**20th Global GS1 Healthcare Conference**		
	UDI Plenary	**Pharma Plenary**	**A look at the world**
	Pharma Plenary / **Eucomed UDI Plenary**	**UDI Plenary**	**Closing Plenary**
GS1 Standards in Healthcare	**Market Place** / **Ask the Experts**	**Market Place** / **Ask the Experts**	**Hospital Visit**
Basic Track / **Advanced Track**	**UDI Break Out** / **Pharma Break Out**	**Pharma Break Out** / **UDI Break Out**	

Welcome

The Healthcare supply chain of today and tomorrow... Inspiration, Innovation and Implementation

Dear Participant,

Welcome to the 20th Global GS1 Healthcare Conference in Amsterdam.

This conference provides a unique platform to meet, exchange experiences and advance in the implementation of global standards which will increase supply chain visibility in healthcare, and ultimately improve every patient's journey.

It has evolved from mainly standards development working sessions to an event fostering innovation and implementation of GS1 Standards. What hasn't changed is what also makes this event unique: neutrality rules! The event is not promoting specific solutions or specific viewpoints of one or the other side of the supply side. It encourages sharing best practices and inspirational ideas as well as an open discussion among all stakeholders.

More than 25 expert speakers will discuss the challenges and opportunities facing the Healthcare supply chain, including pharma security, traceability & serialisation and Unique Device Identification (UDI), and include key representatives from different organisations. The breakout sessions will allow you to contribute to building a more comprehensive and unified set of requirements, standards and solutions going forward, and we strongly encourage you to actively participate in these sessions.

Last but not least, please join the optional hospital visit, which is a unique opportunity to see GS1 Standards in action.

Special thanks to GS1 Netherlands for their support in organising this conference.

Thank you for participating to the GS1 Healthcare Conference. We hope you will have an interesting, challenging and educational few days.

Ulrike Kreysa
Director, Healthcare
GS1 Global Office

GS1 Healthcare

AGENDA

Monday, 3rd October 2011

13:30 – 17:30   PRE-CONFERENCE WORKSHOPS - concurrent sessions

13:30 – 15:15	13:30 – 15:15
Room: Rosa 4	**Room: Rosa 5**
BASIC TRACK	**ADVANCED TRACK**

Introduction to GS1

GS1 Standards & Automatic Identification & Data Capture in Healthcare

- What is AIDC, GS1 Data Keys & Key Attributes, GTINs defined, basic GTIN Allocation, Application Identifiers defined, GS1 Data Carriers: Bar Code & RFID?
- Healthcare AIDC Roadmap & Work Efforts in Brief

GS1 Standards & Master Data Management in Healthcare

- GS1 System foundation primer (emphasis on GTIN, GLN and GPC)
- Why is data synchronisation needed, how does it work?

Advanced track – to broaden your knowledge on GS1 standards

GS1 Standards & Automatic Identification & Data Capture in Healthcare

- AIDC Healthcare Application Standards - Who, What & Why?
- Identification & Marking of Healthcare Trade Items
  - GS1 Keys and Key Attributes for Healthcare
  - GTIN Allocation Rules for Healthcare
  - Healthcare Trade Item definitions
  - Healthcare configuration / packaging levels
  - Definition & Examples of marking at packaging levels

- GS1 Data Carriers for Healthcare
  - Preferred GS1 Data Carriers for Healthcare items with emphasis on GS1 DataMatrix
  - Direct Part Marking (DPM) - AIDC for Small Medical / Surgical Instruments
- What is Driving the Healthcare AIDC Direction Forward?
  - Healthcare AIDC Roadmap & Work Efforts

GS1 Standards & Master Data Management in Healthcare

- The master data problem in healthcare
- How GDSN can solve the master data problem
- The product classification landscape, the role of GPC and the GS1 Global Registry

15:15 – 15:45	Coffee Break

AGENDA

Monday, 3rd October 2011

13:30 – 17:30   PRE-CONFERENCE WORKSHOP - concurrent sessions (continued)

15:45 – 17:30	15:45 – 17:30
Room: Rosa 4	**Room: Rosa 5**
BASIC TRACK	**ADVANCED TRACK**

GS1 Standards & Master Data Management in Healthcare– continued
- What is GDSN (Global Data Synchronisation Network)?
- The role of data quality
- The role of the GDSN certified data pools

GS1 Standards & Traceability in Healthcare
- GS1 Traceability Goal
- What is 'Traceability'?
- Why it matters
- Vision for Healthcare Traceability
- Traceability Roadmap
- How the GS1 System enables Traceability

GS1 Standards & Master Data Management in Healthcare – continued
- The relationship between the GDSN, regulatory databases and national product catalogues
- Status of GDSN standards for Healthcare
- Healthcare GDSN Roadmap

GS1 Standards & Traceability in Healthcare
- Vision for Healthcare Traceability
- How the GS1 System enables Traceability
- Global Traceability Standard for Healthcare
- Terminology: Parties and Roles, Traceability Data, Traceable Item
- Existing and Emerging Models
- Traceability Roadmap
- Status of Traceability Standards for Healthcare

AGENDA

Tuesday, 4th October 2011

8:30	Registration

9:00 – 11:00	OPENING PLENARY SESSION A global Unique Device Identification system – A win-win situation for all stakeholders Room: Calla 2/3

9:00 – 9:15	**Welcome** **Paul Voordeckers -** President Industry Engagement, GS1 Global Office **Caspar Botter**, Manager Marketing & Communication, GS1 Netherlands	**U D I**
9:15 – 9:45	**Opening Keynote Speech** **Dr. Ajit Shetty** - Corporate Vice President Enterprise Supply Chain, Johnson & Johnson	
9:45 – 10:10	**The European perspective on the unique device system** *Update on the European Commission activities and the UDI Ad Hoc Working Group of the Global Harmonization Task Force (GHTF)* **Laurent Sellès** - Deputy Head of the Cosmetics and Medical Devices Unit, Directorate-General Health and Consumers, European Commission	
10:10 – 10:35	**The US FDA perspective on the unique device system** *Medical devices: Unambiguous, standardised and harmonised Unique Device Identification (UDI) - Update on FDA activities* **Jay Crowley** - Senior Advisor for Patient Safety, US FDA	
10:35 – 11:00	**The Australian eHealth Supply Chain Reform Programme - From Implementation to Innovation with Inspiration** *Supply Chain Reform as Part of the Broader eHealth Agenda in Australia* **Mark Brommeyer** - Manager – Supply Chain, National eHealth Transition Authority, Australia	

11:00 – 11:30	Coffee Break

11:30 – 13:00	PLENARY SESSION Medication safety at the point-of-care Room: Calla 2/3

11:30 – 11:50	**GS1 in the Dutch Hospitals** **Drs. Els C. M. van der Wilden-van Lier -** CMO Board of Governors ZGT, Hengelo/Almelo	**P H A R M A**
11:50 – 12:25	**CASE STUDY Medication safety: Tweestedenziekenhuis, Tilburg** **Rinske Pauw** - Hospital Pharmacist **Ronald van Lienden**, Supply Chain Manager	
12:25 - 12:40	**The missing link in patient safety** **Thomas De Rijdt -** Assistant-Head of Pharmacy at UZ Leuven	
12:40 – 13:00	**G-Standaard Logic – The base for correct product data** **Bart Diederen** - General Manager Z-Index	

13:00 - 14:00	LUNCH

AGENDA

Tuesday, 4th October 2011		
11:30 – 13:00	**EUCOMED: MEDICAL TECHNOLOGY INDUSTRY ROUNDTABLE** **Benefits, opportunities and concerns of Unique Device Identification**	Room: Rosa 4/5

11:30 – 13:00	*In parallel with the plenary session – the session is led by Eucomed, the European medical technology industry association. It is open to Eucomed members as well as non-Eucomed members.* Speakers: **Laurent Sellès** - Deputy head of Unit SANCO-B2 "Cosmetics and Medical Devices", Health and Consumer protection Directorate-General, European Commission **Jay Crowley** - Senior Advisor for Patient Safety, US FDA **Eucomed** will also present its activities in the field of UDI. The association has in recent years focused on the increasing needs, developments, policy and implementation of UDI through its active ETF Working Group.	**U D I**

13:00 – 14:00	LUNCH

13:45 – 15:45	MEET THE EXPERTS "MARKET PLACE" - Standards showcase (Room 6 and Foyer)

14:00 – 15:15	ASK THE EXPERTS

14:00 – 14:35	Concurrent breakout sessions: • **Ask the Traceability expert** **Tom Pereboom** – University Medical Center Utrecht (chair of the focus group Traceability in Healthcare), Project Manager **Stephan Roos** – Synthes BV, Manager Operations **Justin Bitter** – University Medical Center Nijmegen, Manager Logistics OR • **Ask the eCommerce expert** **Cor Edelenbos** – Alliance Healthcare BV (chair of focus group eCom in Healthcare), EDI coordinator **Mark Venema** – Brocacef BV, Systems Analyst **Wouter Feenstra** – Academic Medical Center Amsterdam, Hospital Pharmacist *How eCommerce is optimising the supply chain* • **Ask the GS1 DataMatrix expert** **Chuck Biss** - Senior Director, AIDC Healthcare, GS1 Global Office *How and when to implement GS1 DataMatrix*	**Room: Calla 2/3** **Room: Rosa 4** **Room: Rosa 5**
14:40 – 15:15	Concurrent breakout sessions: • **Ask the Traceability expert** • **Ask the eCommerce expert** • **Ask the GS1 DataMatrix expert**	**Room: Calla 2/3** **Room: Rosa 4** **Room: Rosa 5**

15:15 – 15:45	Coffee break

GS1 Healthcare

AGENDA

Tuesday, 4th October 2011

15:45 – 17:15   ROUNDTABLE DISCUSSION GROUPS - Concurrent sessions

UDI	PHARMA
15:45 – 17:15	15:45 – 17:15
Room: Calla 2/3	Room: Rosa 4/5

Group 1: UDI Code – Getting ready for implementation	**Group 2: Pharma @ the point-of-care**
Join this session to learn from and discuss best practices and how to overcome implementation challenges at various points in the Healthcare supply chain.	*Join this session to learn how automatic identification and verification systems will improve medication safety, and to discuss how global standards enable point-of-care solutions.*
Chair: **Jackie Elkin** - Medtronic	Chair: **Nicolas Florin** - GS1 Switzerland
Speakers: • **Jean Sargent** - USC Hospital • **Jay Crowley** - FDA • **Volker Zeinar** - B.Braun	Speakers: • **Tim Marsh**- Pfizer • **Feargal McGroarty** - St. James's Hospital, Ireland • **Bertil Lenderink**- Dutch Association of Hospital Pharmacists • **Nilson Malta** - Einstein Hospital, São Paulo, Brazil

AGENDA

Wednesday, 5th October 2011

9:00 – 11:15	PLENARY SESSION Pharma Security: Serialisation, authentication and traceability	Room: Calla 2/3

9:00 – 9:25	**Combining forces to protect patients from counterfeit medicines and pharmaceutical crime** *Implementation of counterfeit protection systems in the pharmaceutical industry* **Dr. François-Xavier Lery** - Scientific Officer, **EDQM** (European Directorate for the Quality of Medicines & HealthCare), Council of Europe	P H A R M A
9:25 – 9:50	**Turkish Pharmaceutical Track & Trace System - ITS (Ilaç Takip Sistemi)** *Improvement in supervision, efficiency and patient safety provided by the ITS system in the pharmaceutical industry* **Taha Yaycı** - CEO, IT company **Pelin Aksungur Aydın PhD** - Pharmacist	
9:50 - 10:15	**CASE STUDY: AstraZeneca implements track & trace solution** *Using GS1 standards to combat counterfeiting and improve patient safety* **Christoph Krähenbühl** - Astra Zeneca	
10:15 – 11:15	**Pharma security and the new European legislation to prevent counterfeiting: The European perspective – EFPIA, GIRP and PGEU** **Robert Bruchet** - Director International Government Affairs, Pfizer - Coding and Serialization Senior Oversight Group, **EFPIA** (European Federation of Pharmaceutical Industries and Associations) **Monika Derecque-Pois** - Director General, **GIRP** (Groupement International de la Repartition Pharmaceutique - European Association of Pharmaceutical Full-Line Wholesalers) **Jūratė Švarcaitė** - **PGEU** (Pharmaceutical Group of the European Union)	

11:15 – 11:45	Coffee break

AGENDA

Wednesday, 5th October 2011	
11:45 – 13:00 PLENARY SESSION - UDI in action	Room: Calla 2/3

11:45 – 12:10	**CASE STUDY: Johnson & Johnson's Medical Device Migration to GS1 Standards and GS1 Adoption Programs** **Tom Werthwine** - Director, Industry Standards, Johnson & Johnson	**U D I**
12:10 – 12:35	**CASE STUDY: 3M** **Monica Kryzer** - Supply Chain Manager, 3M Skin & Wound Care Division	
12:35 - 13:00	**CASE STUDY: USC hospital – What does UDI mean for a hospital?** **Jean Sargent** - Director Supply Chain, USC Health Sciences	

13:00 – 14:00	LUNCH
13:45 – 15:45	MEET THE EXPERTS "MARKET PLACE" - Standards showcase (Room 6 and Foyer)
14:00 – 15:15	ASK THE EXPERTS

14:00 – 14:35	Concurrent breakout sessions:
	• **Ask the unit dose marking expert**
	  Tim Marsh - Pfizer
	• **Ask the EHR/HL7 expert**
	  Erik Zwarter - Erasmus Medical Center Rotterdam
	  Michael Tan - Nictiz
	  How global data standards enable EHR
	• **Ask the direct part marking expert**
	  Georg Keller - Aesculap
		Room: Calla 2/3
		
		Room: Rosa 4
		
		Room: Rosa 5

14:40 – 15:15	Concurrent breakout sessions: • **Ask the unit dose marking expert** • **Ask the EHR/HL7 expert** • **Ask the direct part marking expert**	**Room: Calla 2/3** **Room: Rosa 4** **Room: Rosa 5**

15:15 – 15:45	Coffee break

AGENDA

Wednesday, 5th October 2011

15:45 – 17:15	ROUNDTABLE DISCUSSION GROUPS - Concurrent sessions
PHARMA	**UDI**
15:45 – 17:15	15:45 – 17:15
Room: Calla 2/3	Room: Rosa 4/5

Group 1: Pharma Traceability

Join this session to discuss how to comply with existing and emerging traceability requirements and which traceability models to consider

Chair:
Mark Davison - CEO, Blue Sphere Health Ltd.

Speakers:
- **François-Xavier Lery** - EDQM
- **Peggy Staver** - Pfizer
- **Grant Courtney** - GSK

Group 2: UDI Database

Join this session to discuss how to manage the UDI Database(s) leveraging GDSN standards and how to manage UDI data from initial creation (manufacturer) to point-of-use (hospital).

Chair:
Tom Werthwine - J&J

Speakers:
- **Jay Crowley** - FDA
- **Mark Wasmuth** - GMDN Agency
- **Jean Sargent** - USC Hospital
- **Peter Tomicki** -GE Healthcare
- **Steve Robba** - SA2 Worldsync

18:00...

Networking Event at VAKZUID
Hosted and sponsored by GS1 Netherlands

The first coach will leave the hotel for the venue at 18:30
Further details at conference reception desk

AGENDA

Thursday, 6th October 2011

9:00 – 10:30	**PLENARY SESSION**	**Room: Calla 2/3**

9:00 – 9:30	**Turkish Practice on Medical Device UDI** **Bilgehan Karadayı MD** - Head of MD Department
9:30 – 10:30	**Expanding global reach of the GDSN in Healthcare** *Hear how Healthcare is expanding the global network while removing barriers to publish and subscribe to product data via the GDSN!* **Steve Capel** - Covidien **David Leedam** - Siemens **Alex Zimmerman** - Mercy Healthcare *Discuss their strategic approach to publishing product data, leveraging the GDSN among several countries with a fast path to publishing only the needed data.* Moderation: **MJ Wylie** - GHX

10:30 – 11:00	Coffee break

11:00 – 12:35	**CLOSING PLENARY SESSION**	**Room: Calla 2/3**

11:00 – 11:45	**Bar Codes will save NHS millions** **Tim Kempster** - Supply Chain Project Lead for the Procurement, Investment and Commercial Division of the NHS Finance, Performance and Operations Directorate, Department of Health UK **Graham Medwell** - Information Manager, Supplies Department, Leeds Teaching Hospitals NHS Trust Hospital
11:45 – 12:05	**Patient safety and bar code scanning in the operating theatre** **Jan Vink MBA** - Program Manager Process Optimalisation University Hospital St Radboud, Nijmegen
12:05 - 12:30	**Patients, Packs and Standards: you'll never walk alone?** **Prof. Dr. Leo Neels** - Head of pharma.be and Member of the ExCom of EFPIA
12:30 - 12:45	**Invitation to Sydney, Australia**
12:45 – 13:00	**Closing remarks – GS1 Healthcare Tri-Chairs**

13:00 – 14:00	LUNCH
14:00	Closure of Conference
Afternoon	Hospital visit

GS1 Healthcare

Standards Showcase – GS1 in Action
Solution Providers Market Place (Room 6 and Foyer)
Tuesday 4th & Wednesday 5th October 13:45 – 15:45

Axway (NYSE Euronext: AXW), the Business Interaction Networks company, is a software and services company registered in France with headquarters in Phoenix, Arizona. Established in 2001, Axway serves more than 11,000 organizations in 100 countries, with offices around the globe.

In healthcare, Axway's focus is to secure information exchanges across the different players of the ecosystem. Addressing the regulations requested to support patient safety in various countries is one of the benefits of Axway solutions. Axway participates actively to the GS1 Healthcare organization: we are a global member, part of the Leadership Team and of various working groups like Traceability and Public Policies with the objective of simplifying the Standards implementations. Worldwide companies like Astra Zeneca and Sanofi have been choosing our solutions.

Meet Axway on Booth #10. Astra Zeneca will present how they are using GS1 Standards to combat counterfeiting and improve patient safety with our technology.
Representing Axway : Geert Peelaert and Filip Steurs   www.axway.com

Dalosy is a partner for the optimization and automation of (mobile) business processes in the Benelux since 1976. The Healthcare solutions which Dalosy offers can improve patient care and make administrative responsibilities more efficient. For example the use of barcoding and wristbands is a solution which leads to a safer medication administration. For this Dalosy supplies Zebra wristband printers with the barcode scanners and mobile computers from our partner Motorola Solutions.

Motorola Solutions is a leading provider of mission-critical communication products and services with specific Healthcare solutions. This includes barcode scanners, mobile computers and an innovative portfolio of wireless network solutions.

Representing Dalosy: John van der Wulp
Representing Motorola: Ryan Duffels

www.dalosy.com
www.motorolasolutions.com

Standards Showcase – GS1 in Action
Solution Providers Market Place (Room 6 and Foyer)
Tuesday 4ᵗʰ & Wednesday 5ᵗʰ October 13:45 – 15:45

GHX: Accelerating Healthcare's Adoption of Global Data Standards

Focus on:
- The world's largest healthcare exchange, delivering 360° visibility into your supply chain with $38B in annual transaction volume, global standards, UDI, with trading partner collaboration, and GHX Health ConneXion, the only healthcare focused GDSN certified data pool
- Global efforts with GDSN
- Business Solutions for Accelerating the Business Use of GLNs and GTINs

Representing GHX: MJ Wylie, Karen Conway, Andy Martin, Margot Drees, Mark Fabian, Sophie Rutherford, Michael Gillespie   www.ghx.com

SATO is a global barcode and RFID technology company that focuses on data collection and label printing solutions. We focus on retail, industrial, transportation & logistics and government sectors. Our solutions enable businesses to identify, track and manage people, products and assets.

We provide an extensive range of easy-to-integrate thermal barcode and RFID printers, hand labelling systems, consumables, software and connectivity solutions so you can rely on us to deliver the right solution for your business needs.

SATO partners with other world-class companies, from third-party equipment manufacturers, to integrators, adding value to our customers' businesses, while leveraging all partners' strengths.

Standards Showcase – GS1 in Action
Solution Providers Market Place (Room 6 and Foyer)
Tuesday 4th & Wednesday 5th October 13:45 – 15:45

SRC has developed SRC-PDM, a Product Information Management application designed to translate, check, complete, organize, synchronize and share product information. Companies like Beiersdorf, Henkel, SC Johnson and Sara Lee use this software in different countries worldwide. SRC-PDM is based on GS1 standards and is ready to synchronize product information with GDSN certified data pools.

Type2Solutions will share our expertise in standards-based supply chain solutions focusing on data management and label management.

Join one of our interactive demo sessions on the following topics:
How does the Deventer Hospital comply to the Dutch Safety Management System regulations on preparation and administration of high-risk parenteral medication?
• Wednesday 5 October, 1.45 PM

How do I meet the GS1 Standards & Master Data Management in Healthcare?
Remove the garbage - Start improving your master data quality today!
• Tuesday 4 October, 1.45 PM & Wednesday 5 October, 2.45 PM

How can I meet GS1 Standards & Automatic Identification and Data Capture (AIDC) in Healthcare?
• Tuesday 4 October, 2.45 PM & Wednesday 5 October, 2.15 PM

Type 2 Solutions is a member of the GS1 Healthcare AIDC Work Team.   www.t2s.nl

General Information

Conference Venue

Novotel Amsterdam City
Europaboulevard 10
1083 AD Amsterdam, The Netherlands
www.novotelamsterdamcity.com
www.novotelamsterdamcity.com/pages/map-directions.aspx

Dress Code

Conference: Business
Networking event: Business casual

Internet Access

Free wireless Internet connection

Meeting Rooms

Check the agenda for the exact location of each session.
Plenary sessions: Calla 2/3
Breakout sessions:
      Calla 2/3
      Rosa 4
      Rosa 5
Coffee breaks: Foyer
Lunch: Restaurant

Networking Event

Enjoy a great evening together at the Olympic Stadium
Wednesday, 5th October 18:00 – 23:00

VAKZUID
Olympisch Stadion 35
1076 DE Amsterdam
www.vakzuid.nl/uk/

Enjoying a great evening with nice food, drinks and live entertainment. The Amsterdam Olympic Stadium in which VAKZUID is located, provides a great setting for an informal get to together with colleagues. So don't miss this opportunity and join us for the networking dinner on Wednesday October 5th!

Dress Code: Business casual

Transportation: busses to the networking dinner leave the hotel at 18.30, 18.40 and 18.50 hours. The first bus back to the hotel will be on standby from 21.30 hours.

Plenary Speakers

Pelin Aksungur Aydin represents the Ministry of health of Turkey, General Directorate of Pharmaceutical and Pharmacy Law – Legislation and European Harmonization.

Mrs. Aksungur Aydin obtained her M. Sc and Ph.D. degrees from Department of Pharmaceutical Technology, Faculrty of Pharmacy, University of Hacettepe.
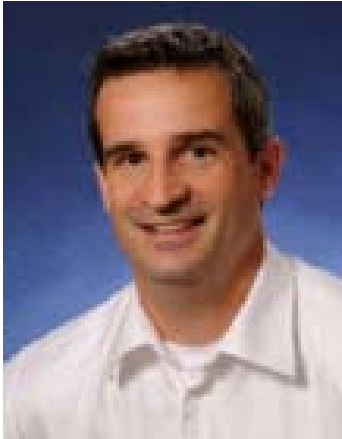
Caspar Botter is Manager Marketing & Communications at GS1 The Netherlands since April 2011 where one of his responsibilities is to manage a team of sector managers. One of these sectors is the Healthcare sector. Currently GS1 Netherlands is working on a taskforce with people at CEO level out of this sector. They will help GS1 to set the priorities for the coming years. The current projects are traceability of medical devices, G Standaard Logic and GDSN in Hospitals.

Caspar studied Business Economics at the Groningen State University in The Netherlands. He worked in several marketing jobs in the Construction equipment industry with EMEA responsibility. For two years he had the opportunity to do this out of Ireland.

Mark Brommeyer, is Manager Supply Chain. He leads the Supply Chain area at NEHTA incorporating the National Product Catalogue (NPC), the eProcurement solution and tender reform. Having spent twenty eight years in the health sector, with significant experience in e-health strategy and change management, Mark is passionate about supply chain reform. He has provided consultancy, project and change management services in public and private health sectors in Australia, New Zealand, Malaysia, China, England and Wales.

Mark is a Registered Nurse and has gained a Bachelor of Applied Science in Nursing, a Graduate Diploma in Adult Learning and a Masters of Educational Administration (Open Learning). The last fifteen years have involved managing change and the integration of information and communication technologies to support, connect and provide health care across distance and time barriers. Mark is a Fellow of the Australasian College of Health Informatics, an Associate Fellow of the Australian Institute of Management and a Member of the Australian Institute of Company Directors.

Rob Bruchet is currently Director of International Public Affairs on Pfizer Inc.'s European Union Public Affairs team located in Brussels, Belgium. Since moving to Brussels approximately one year ago, he has been a part of the EFPIA Coding & Serialization Senior Oversight Group which has developed the innovative pharmaceutical industry's vision for a pan-European product verification system needed to comply with the EU's recently passed Falsified Medicines Directive. Before taking on his current duties, Rob spent ten years with Pfizer Canada leading teams in the areas of public affairs, pricing & reimbursement, sales, and marketing.

He holds graduate degrees from the London School of Economics and the University of Toronto.

Steve Capel is Director of eBusiness EMEA for Covidien.
He has been working for 16 years for Covidien in a variety of Technical and Business roles, including Packaging graphics, Information Technology and eBusiness.

He is a GS1 Leadership team member and co-chair of the current GDSN adoption initiative.

Jay Crowley is Senior Advisor for Patient Safety in FDA's Center for Devices and Radiological Health. Jay is interested in developing new methods and techniques to identify, analyze, and understand problems occurring from medical device use within the healthcare environment.
He has been working at FDA for nearly 20 years in a variety of positions.

Jay holds degrees in Risk Analysis and Engineering.

Monika Derecque-Pois is the Director General of the European Association of Pharmaceutical Full-line Wholesalers (known by its French acronym, GIRP). GIRP is headquartered in Brussels and brings together over 600 pharmaceutical full-line wholesaling companies and their national associations from 31 countries. Monika was appointed to her current position in 2001, having previously served as European affairs consultant for GIRP. In her role she represents the interests of pharmaceutical full-line wholesalers in Europe towards supply chain partners and decision makers at national, European and international level.

Ms. Derecque-Pois has over 15 years of experience in European public affairs. Prior to her engagement with GIRP, she served as a director in a European affairs consultancy company. She also held a six-year post as a Marketing and Client Support Manager at IMS Health Austria, a multinational company specialised in information services for the health care industry.

Thomas De Rijdt is the organiser of postuniversitary education Farmaleuven (Alumni Lovaniensis). He is Member of the board (vice president) of the Belgian association of hospital pharmacists and Member of the board Vlaamse Ziekenhuisapothekers (VZA).

As member of the board his main responsibilities are organizing post-universitary education for hospital pharmacists. He is also the webmaster of the internet site www.vza.be. As Assistant-Head of Pharmacy UZ Leuven, he manages the ISO 9001 certified hospital pharmacy of a 2000 bed, tertiary care, teaching hospital.

Mr De Rijdt is also member of the board Farmaleuven (alumni lovaniensis) and his main responsibilities are to act as secretary, organizing post-university education for pharmacists.

Bart Diederen is Managing Director of Z-Index, responsible for the G-Standard. In the Netherlands the G-Standard is the accepted standard for data on products, used in the pharmaceutical chain. His main task is to provide the sector with reliable data for identification and logistics, for pricing and declaration and of for pharmacotherapeutic purposes.

He is interested in managing innovations together with stakeholders to improve medication safety and efficiency within the healthcare environment. He has a background in managing consultancy and has been working at Z-Index for four years. Mr. Diederen holds a degree in economics

Tim Kempster leads for the Department of Health on the accelerated adoption of GS1 in the UK health sector. He is also more widely responsible for promoting the adoption and use of appropriate technologies in procurement. The aim is to deliver savings while supporting the development of these technologies and demonstrating the value of improved management information in the health supply chain.

Tim has worked in the public and private sector with experience that spans engineering, technology and procurement. He has been IT Director for a major property outsourcing company, programme lead for a number of technology projects and was the programme lead for the DH National Diagnostics Procurement. Tim has worked primarily in healthcare for the last ten years.

Christoph Krähenbühl supports AstraZeneca's Pack Coding and Security Features Programme as technical expert. He has been involved in all major coding and IT initiatives supporting the company's global Product Security strategy and led the global implementation of AstraZeneca's Product Security Data Management serialisation system.

Christoph represents AstraZeneca on the EFPIA Technical Experts team that is working with cross-industry stakeholders to provide a response to the European Safety of Medicines legislation and he also represents AstraZeneca in GS1 Healthcare. He is currently closely involved in improving the global process of handling GTINs in AstraZeneca.

Christoph has worked most of his career on the IS demand and IT exploitation side of the business, helping to provide IT tools and quality information for customers in AstraZeneca Global Operations. His roles included leading the work on the corporate master data management system after the merger between Astra and Zeneca and managing a cross-functional data warehouse. Christoph started his career in his native Switzerland working for Ciba-Geigy and later Ciba Specialty Chemicals in supply chain / ERP systems projects. His interests are wide-ranging and include hiking, literature and Rare Breed pigs.

Monica Kryzer is a Supply Chain manager working on implementation of GS1 standards for 3M Company's medical device divisions. Her present work spans manufacturing facilities across the globe implementing in line printing processes. She is also working to develop processes preparing for the data syndication to the GDSN. Her 28 year career at 3M has been in areas such as warehousing, transportation, manufacturing, system implementation, Six Sigma, and network design. She has lived in St. Paul, Minnesota, 3M's headquarters on three different occasions, with time spent in New Jersey (3 years) and Brussels, Belgium (5 years). She has traveled extensively during her career. Monica holds a Bachelor of Science degree in Industrial and Management Engineering from Montana State University. She is presently a member of the Global GS1 Healthcare Leadership Team. In her spare time Monica loves to golf, bike, read, and raise pets with her husband Timothy.

David Leedam is the Head of eCommerce for EMEA and APAC regions at Siemens Healthcare Diagnostics and is based in Marburg, Germany where he is responsible for strategy, process alignment, and eCommerce solutions. He has almost 30 years experience in the healthcare sector starting in Microbiology in the UK National Health Service in 1982 before moving into Sales with Syva UK in 1987. He moved to Germany in 1997 as a European Training Manager for Behring Diagnostics before being appointed Web Communications Manager in 1999. David became involved in the eBusiness arena after becoming responsible for content management during the eCommerce webshop project at Dade Behring and made the transition into mainstream eCommerce in 2008. He has being leading the data standards implementation at Siemens Healthcare Diagnostics since 2009 and has recently been appointed to lead the company UDI implementation.

Dr. Francois-Xavier Lery is responsible for anticounterfeiting projects i.e. Track & Trace of mass-serialised pharmaceutical items and API fingerprinting at the European Directorate for the Quality of Medicines (EDQM). He joined EDQM in 2001 as a scientific officer dealing with Certificates of suitability. In 2005, he became responsible for OMCL Network and Biological Standardisation in the coordination of the sampling and testing programme under the responsibility of the European Medicines Agency (EMEA). From June 2006 to June 2009 he was seconded from the EDQM to the EMEA in London as a scientific administrator. Prior to joining EDQM, he has worked at the French Health Products Safety Agency as a pharmaceutical assessor for chemical products (1999-2000). Dr. Lery obtained his degree in Pharmacy and his PhD from the Paris University.

Graham Medwell is currently the e-Business Manager for the Leeds Teaching Hospitals NHS Trust which is the largest Trust in the English NHS. Mr. Medwell has many years experience in the development of e-procurement systems and as long ago as 2002 was the lead for the Trust when it became the first hospital in Europe to trade electronically with its major suppliers through the Global Healthcare Exchange. Since then the Trust has picked up numerous international awards for its innovative procurement systems and in 2009 won the prestigious European Supply Chain Excellence Award.

He has been heavily involved with GS1 and sits on the UK Healthcare User Group as well as the NHS National e-Enablement Group where he is the Group's lead for NHS data standards. He is a leading member of the Global Healthcare Exchange UK Product Council working alongside colleagues in the NHS and supplier community to promote the use of a GDSN data pool for healthcare as well as running the first Global Location Numbers project in the NHS.

Leo Neels is doctor in Law from the Leuven University. Since January 2003, he is the CEO of pharma.be, the Belgian Pharmaceutical Industry Association. He was a member of the Antwerp Bar (1975-1989 and 1994-2002), partner of Loeff Claeys Verbeke and Allen & Overy. From 1990 till 1993, he was the general manager of the private television company VTM, whose Board of directors he served until 1996. He is independent director and chairman of the Board of directors of the Belga press agency since 1994. He is part-time professor of Media and Communication Law at both Leuven and Antwerp Universities.

Leo Neels is also member of the Executive Committee of the European (EFPIA) and International (IFPMA) federations of the pharmaceutical R&D industry. Since November 2008 he is member of the IFPMA "Adjudication Group" (deontological commission).

Rinske Pauw is since 2008 Hospital pharmacist in the Hospital pharmacy Midden Brabant in Tilburg, the Netherlands, with a focus on replenishment and logistics. She is a member of the commission pharmaceutical management of the Dutch Hospital pharmacists Association and she is a co-founder of the Dutch logistic knowledge network for Hospital pharmacists. She often published on logistic and pharmaceutical matters in the Dutch Pharmaceutical Magazine.

Rinske studied pharmacy at the University of Utrecht, the Netherlands. During this study she did research on Zinc and the Fructose Metabolism in Adelaide, Australia.

Jean Sargent is Director Supply Chain at University of Southern California Health Sciences Campus. Ms. Sargent received the George R Gossett Leadership Award from AHRMM in 2010. Ms. Sargent is past president of the Association for Healthcare Resource and Materials Management of the American Hospital Association (AHRMM) and a recognized leader in supply chain management, having presented at many conferences at the national, state and local levels. Ms. Sargent has over 32 years of experience in hospital Central Service/Materials Supply Chain Management.

Ms Sargent spends her time working to advance excellence and improve patient care and safety through the healthcare supply chain, most notably: Strategic Marketplace Initiative (SMI); and as the acute care provider co-chair of the GS1 Healthcare US initiative; Ms. Sargent is also a member of the Global Healthcare Leadership Team; and Bellwether League who acknowledges the Supply Chain leaders who have lead the way to where we are today.

Laurent Sellès is Deputy Head of the Cosmetics and Medical Devices Unit, Directorate-General Health and Consumers, European Commission.

Laurent Sellès graduated from the 'Physics and Chemistry School of Paris' (including some research at Northeastern University -Boston, USA) and from the University of Paris VII with an Advanced Studies Degree in 'Physics of Energy'. After 12 years in the automotive industry in R&D activities, he joined the European Commission where he launched the Polis/Telecities network of European cities.

In 1996, he moved to DG Enterprise and Industry, where he was in charge of EU legislation relating to the automotive sector, and then to the Cosmetics and Medical Devices unit. He supervised all policy and international issues regarding competitiveness and the globalization of Industry.

In 2010, the Cosmetics and Medical Devices unit was attached to DG Health and Consumers. Laurent SELLES is principally in charge of international aspects, with bilateral dialogues between the EU and its trading partners, as well as multilateral frameworks (such as the Global Harmonization Task Force for Medical Devices GHTF, and the International Cooperation on Cosmetics Regulations 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 and ICCR.

Dr Ajit Shetty currently serves as member of the Corporate Center Group Operating Committee and Vice President, Enterprise Supply Chain for Johnson & Johnson, New Jersey.
He is Chairman of the Board of Directors at Janssen Pharmaceutica NV (a Belgium-based subsidiary of Johnson & Johnson) where he was the Managing Director for 8 years until November 2008.

In addition to his roles at Janssen Pharmaceutica and Johnson & Johnson, Dr Shetty is Chairman of the Board of Directors of J.C. General Services, Belgium; Chairman of the Supervisory Board of Cilag GmbH International, Switzerland and Chairman of the Board of Directors of Forum 187, Belgium. He is a member of GS1 (Global Board of Governors - a global standards organization), Belgium; Member of the Corporate Advisory Board of the Johns Hopkins Carey Business School, Baltimore, MD, USA and Member of the Board of Trustees of Carnegie Mellon University, Pittsburgh, PA, USA.

He was named the "Manager of the Year 2004" by Trends and Channel Z in association with the Flemish Management Association. End 2008 he was awarded Right Honourable Sir and received the Title of Baron by King Albert.

Dr Shetty received his Ph.D. in metallurgy and a bachelor's degree in natural sciences from Trinity College, Cambridge University, UK, and his MBA from Carnegie Mellon University.

Jurate Svarcaite is currently responsible for Pharmaceuticals and Professional Affairs of the Pharmaceutical Group of the European Union (PGEU) – main tasks encompasses representation of PGEU and contacts with members as well as with external parties. Responsibilities on issues relevant to pharmacy practice, including the activities of the European Medicines Agency (EME), the PGEU activities on patient safety, pharmaceutical policy and e-health. Additional responsibility includes the management of PGEU WG on Professional issues, dealing among others with recognition of professional qualifications. She is also member of the Health Users Stakeholder Group.

Jurate is a qualified pharmacist and has MSc in Pharmacy Practice; previous experience includes work in a community pharmacy in Lithuania and project manager's post in the London School of Pharmacy, University of London.

Els van der Wilden-van Lier is a member of the board of Governors at the Ziekenhuisgroep Twente (ZGT) in Almelo and Hengelo, is member of the board of Trustees GGNet (Mental Health Institute) and member of the board of Trustees Sophia(Insititute of Rehabilitation) In previous functions she was a Medical Doctor in Kenya, Medical Docter in the Dutch Public Health Office and at the Dutch Inspectorate of the ministry of Health. Later on she held a management position in a Health Insurance company and was Director of patient related and policy affairs at the Erasmus MC in Rotterdam.

Els is educated as a Medical Doctor at the Erasmus University in Rotterdam, has a specialty in Social Medicine, studied Management of Primary Healthcare in Liverpool and has a Master in Public Health.

Following university graduations in Logistics and Business Administration **Ronald van Lienden** entered the world of logistics management in 1995. The first years he worked as logistics specialist at Vos, a Pan European logistics service provider. In 1997 he changed to Accenture, a global management consulting company. He worked on supply chain optimization engagements for customers like Hema, Newlook, Electrabel & Sara Lee. In 2002 he accepted a position as senior consultant at BCI Global, a logistics strategy consulting company. He specialized on network- and inventory optimization. Customers included Amgen, BP, Cadbury Schweppes, Cardinal Health, Fairchild, Huber, Mc Cormick & Yamaha. In 2003 Ronald organized a healthcare master class for DHL. This resulted in the foundation of the Healthcare Logistics Forum, a platform in which large medical technology companies share thoughts about logistics subjects. In 2006 he got involved with Lean Six Sigma (LSS) at Medtronic, world market leader in medical technology. He worked on international process improvement projects including ones within European Hospitals.

In 2008 he founded his own company, Good to Great Consulting. The last 3 years he specialized on improving logistics processes within large hospital pharmacies (TweeSteden Hospital Tilburg, Elisabeth Hospital Tilburg & Rijnland Hospital Leiderdorp).

Jan Vink is director of IT-Novation Consultancy and ZorgSupply BV (Hoofddorp-NL). He has 25 years of experience with business IT-management, architecture and life-cycle software deployment in retail, logistics and healthcare. He developed quickscan applications for business cases in eyewear and fashion and is strongly involved with the implementation of Auto ID and RFID in bookstores

Jan is currently employed at the University Hospital St Radboud in Nijmegen as a program manager with a focus on efficiency improvement, stock reduction, supply chain integration and standardization.

Jan has a Master in Business Administration.

Paul Voordeckers has joined the GS1 Global Office on August 1st, 2011, as President, Industry Engagement and EPCglobal. Paul reports to Miguel A. Lopera and is a member of the GS1 GO Leadership Team. Paul brings a broad senior international executive experience in Marketing, Sales and R&D in the consumer packaged goods industry (FMCG).

Paul has worked for Henkel during 19 years where he held several sales and marketing roles. He was Sales Director for the Benelux region from 1998 to 2004, International Marketing Director of a major division from 2004 to 2007 and Corporate Vice President Global Marketing Unit Dishwashing from 2007 to 2009. In his last two roles, Paul was based in Henkel's headquarters in Germany.

More recently, he worked as Group Business Director for Nicols International, a leading private label manufacturer of household and cleaning products.

Tom Werthwine, J&J, 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 Healthcare Users Group, Tom is an active member of the AIM Global Healthcare Action Group, the EPCglobal Healthcare and Life science Action Group, and the Health Industry Business Communications Council. Tom holds a B.A. from Penn State University.

Alex Zimmerman is the Directior of Information Management at ROi, the supply chain division of Mercy. He has more than 11 years experience in the health care supply chain industry, covering a broad range of leadership, planning, systems integration and program management roles. Alex joined ROi in 2002, at the inception of the company. During his career, he has engaged primarily in health care e-commerce initiatives, clinical information technology, information management and standards development. His direction of e-commerce initiatives helped ROi/Mercy win the 2006 GHX Supply Chain Provider of the Year award and the 2007 Innovator of the Year award. Alex is helping lead an organization-wide effort on GS1 standardization. He holds a bachelor's degree in finance from the University of Texas and an MBA from Missouri State University.

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