



Pfizer's Pedigree & RFID Pilots – An Overview

Granada, February 2008

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Pfizer's Pedigree & RFID Pilots

- V-Tag
- C-Tag
- Pedigree Pilots
- Ongoing Work and Collaboration



- V-Tag – Viagra RFID Pilot
 - Mass Serialization at Item, Case and Pallet Level via RFID and Barcodes
 - Serialization via EPC 96 bit Flex Pharma Code
 - Redundant 2D Barcode of EPC at Case level (Jan 2008)
 - Redundant Linear Code 128 w/ HR at Pallet Level
 - Deployed December 2005
 - SupplyScape Authentication Service
 - Upgrade and Modifications in 2007 and 2008
 - New HF Tag on bottle to carry EPC (Jun 2007 thru Jan 2008)
 - New UHF Case Tag in wrap-around shipping label (Jan 2008)



Pfizer's Pedigree & RFID Pilots

- V-Tag – Viagra RFID Pilot




Store at 25°C (77°F); excursions permitted to 15-30°C (59-86°F) [see USP Controlled Room Temperature]. Dispense in tight containers (USP).

DOSAGE AND USE
See accompanying prescribing information.

Each tablet contains sildenafil citrate equivalent to 100 mg sildenafil.

 This package contains a radio frequency device.

05-5487-30-5

30 Tablets Rx only

Viagra[®] 100
(sildenafil citrate) tablets

100 mg*

Distributed by
Pfizer Pfizer Labs
Division of Pfizer Inc, NY, NY 10017

N3 0069-4220-30 3

8703245

4002

PROD169
01 JUN-05

EPC Data 2D Barcode

Color Shift



- C-Tag – Celebrex RFID Pilot
 - Mass Serialization at Case and Pallet Level via RFID and Barcodes
 - Serialization via EPC 96 bit Flex Pharma Code
 - Deployed December 2007/January 2008
 - SupplyScape Authentication Service
 - New UHF Case Tag in wrap-around shipping label
 - Redundant 2D Barcode of EPC at Case Level
 - Redundant Linear Code 128 w/ HR at Pallet Level



- V-Tag & C-Tag RFID Case Label





Pfizer's Pedigree & RFID Pilots

- Pedigree Screen Capture

History of Drug Sales and Distributions

1	SELLER Acme Laboratories	TRANSACTION Sale	BUYER Major Wholesales	TRANSACTION IDENTIFIER 03333	TRANSACTION DATE 11 Jun 2006										
<p>Seller: Acme Laboratories 321 Main Street, Anytown, NJ 01900 US</p> <p>License Number: NJ3333, DOH</p> <p>Transaction Identifier: 03333, PurchaseOrderNumber 11 Jun 2006</p> <p>Alternate Transaction Identifier: 07777, InvoiceNumber</p> <p>Authentication Contact: John Brown 888-231-1000 johnbrown@acmelabs.com http://www.acmelabs.com</p> <p>Certified By: Lynn Tuscadero Manager of Quality and Compliance Tue Jun 11 01:22:47 GMT 2007</p>			<p>Buyer: Major Wholesales 456 Town Road, Major City, FL 10100 US</p> <p>Shipped To: Major Wholesales 123 Distribution Road, Major City, FL 10100 US</p> <p>License Number: FL5555, DOH</p> <p>Date Received: 12 Jun 2006</p> <p>Received and Authenticated John Smith By: Receiving Supervisor Tue Jun 12 10:43:47 GMT 2007</p>												
<p>ITEMS IN TRANSACTION</p> <p>Lot: 1234-A Expiration: 01 May 2016 Quantity: 10</p> <table border="1"> <tr> <td>0001234500012340</td> <td>0001234500012341</td> <td>0001234500012342</td> <td>0001234500012343</td> <td>0001234500012344</td> </tr> <tr> <td>0001234500012345</td> <td>0001234500012346</td> <td>0001234500012347</td> <td>0001234500012348</td> <td>0001234500012349</td> </tr> </table>						0001234500012340	0001234500012341	0001234500012342	0001234500012343	0001234500012344	0001234500012345	0001234500012346	0001234500012347	0001234500012348	0001234500012349
0001234500012340	0001234500012341	0001234500012342	0001234500012343	0001234500012344											
0001234500012345	0001234500012346	0001234500012347	0001234500012348	0001234500012349											



- Pedigree Pilot – A Big Three Wholesaler
 - January 2008 - 1st Production Pedigree Successfully Sent
 - Supported by serialized ASN and serialized Viagra
 - Product received, matched with electronic documents and 'certified'
 - EPCglobal Pedigree Messaging Standard Utilized
 - EPC - Flex Pharma Code Serialization
 - No NDC encoded within EPC
 - Open issues with PO # and Shipment handle/transaction identifier; PO # key data element
 - Pedigree provided at serialized item-level (Viagra SKUs)



- **Pedigree Pilot – Regional Wholesaler**
 - February 2008 – End-to-End Pedigree Test
 - EPCglobal Pedigree Messaging Standard
 - EPC - Flex Pharma Code Serialization
 - Initial focus on serialized Viagra and Celebrex
 - To address exception handling Use Cases
- **Pedigree Pilot – Specialty Oncology Distributor**
 - 1Q 2008 – Non-serialized Pedigree Pilot
 - EPCglobal Pedigree Messaging Standard
 - EPC - Flex Pharma Code Serialization
 - Perhaps case-level using SSCC-18
- **Pedigree Pilot – Retailer**
 - June 2008 – Serialized Pilot
 - US Retail Grocery chain w/ Pharmacies
 - EPCglobal Pedigree Messaging Standard
 - EPC - Flex Pharma Code Serialization



- Continued Focus and Collaboration
 - Pfizer is committed to working with GS1 and EPCglobal
 - We believe in the global standards based approach for mass serialization towards greater patient safety
 - Resources allocated to support working teams across the globe
 - Committed to work with additional trading partners, regulators, Local and Federal (Country) entities
 - US – California and FDA
 - Turkey – IST Project
 - Spain – Track & Trace Project
 - Japan
 - Italy
 - Korea?



- Continued Focus and Collaboration
 - Questions Remain – CA BoP Legislation
 - Inference?
 - Grandfathering of existing inventory?
 - Exception handling?
 - Timelines – 1/1/09 Implementation or delay to 1/1/11?
 - Questions Remain – US Federal FDA Amendments Act
 - Standard numerical identifier to be developed by Mar 2010
 - Numerical identifier to be “harmonized” with international consensus standards, to the extent practicable
 - Vague anti-counterfeiting provisions to be further defined by industry stakeholders



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Contact details

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