



# The Global Healthcare User Group (GS1 HUG™)

Rich Hollander, Pfizer - HUG Co-Chair  
20 April 2006

The global language of business

[www.gs1.org](http://www.gs1.org)



## About GS1 HUG™

### Mission:

**Lead** the healthcare industry to the effective utilization and development of global standards with the primary focus on **automatic identification** to **improve patient safety**

### Vision:

Become the **single source** for **regulatory agencies** and trade **organizations** (manufacturer, wholesaler, distributor, hospital and pharmacy) to seek input and direction for **global standards** in the healthcare industry



# GS1 HUG™ Focus Areas

## **Prevention of Medical Errors**

Encoding of the unit dose or unit of use package to enable automated verification to ensure right dose, for the right patient at the right time. Encoding of the unit of use package to enable automated verification to ensure the right device for the right patient.

## **Product Authentication**

Utilizing a GS1 data structure, enable authentication of individual packages, cases or pallets.

## **Tracking and Tracing**

Utilizing a GS1 data structure, work with supply chain trading partners to enable an electronic pedigree for individual packages such that in the event of a counterfeiting incident, tracing of the suspect product can occur.

## **Increase Total Supply Chain Efficiency**

Through greater visibility, accuracy and velocity.



# HUG history – from the idea to today



**Kick-off meeting in May 2005 in Princeton**



**1<sup>st</sup> Meeting September 2005 in Brussels**

**2<sup>nd</sup> Meeting November/December 2005 in Princeton**



**3<sup>rd</sup> Meeting March 2006 in Rome**





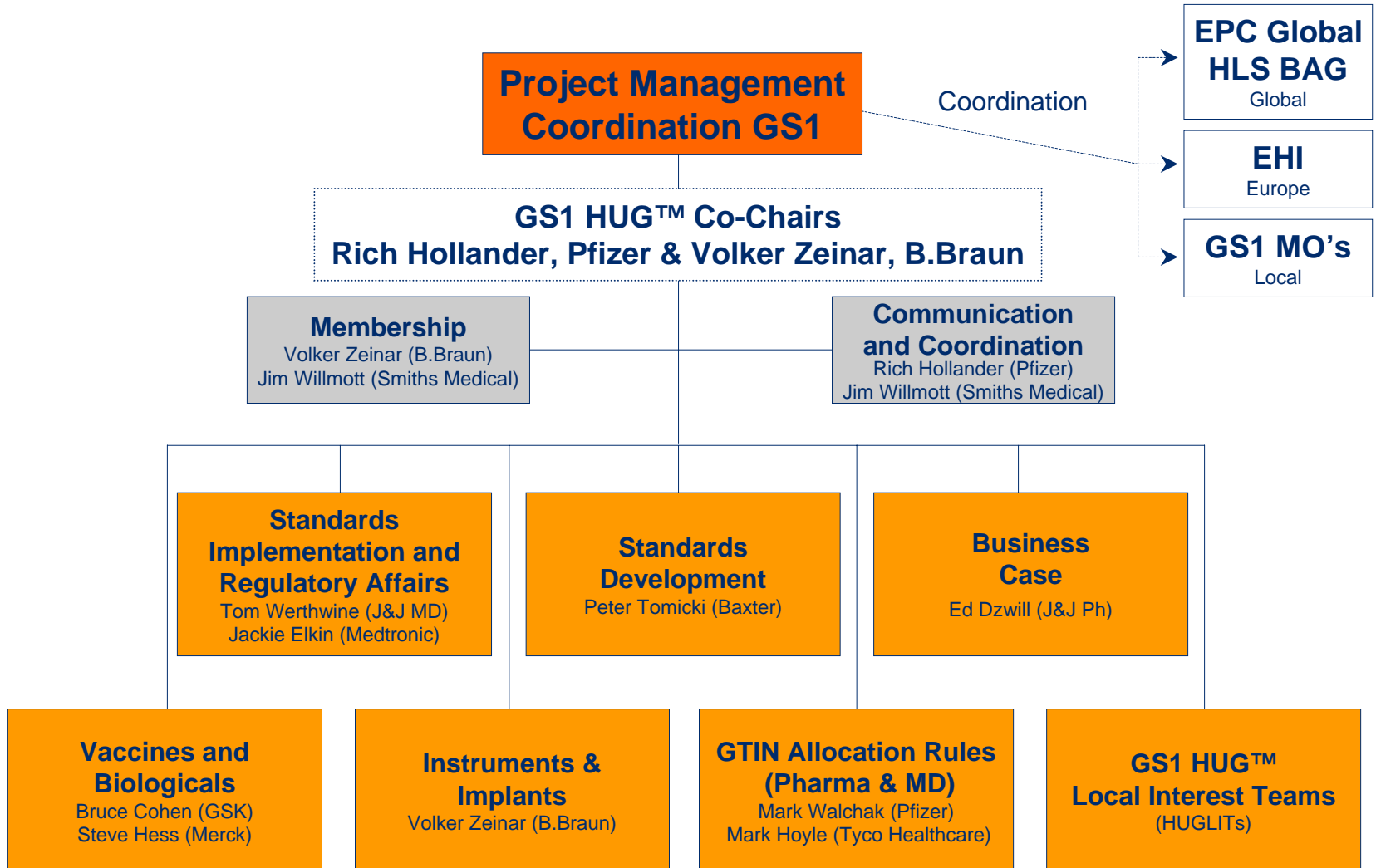
## HUG Members

AEXXDIS  
Alcon Laboratories  
Amgen  
Astra Zeneca  
Baxter  
BD  
Boehringer Ingelheim  
Boston Scientific  
B.Braun  
Cephalon  
Cook  
3M  
GSK  
Hospira  
Johnson & Johnson Pharma  
Johnson & Johnson Medical Device  
Medtronic  
Merck  
Merck Germany  
Novartis  
Olympus  
Pall Medical  
Pfizer  
Pharm Data  
Premier  
Smiths Medical  
St. Jude  
Terumo  
Tyco  
University Hospital Dijon  
University Hospital Lyon  
Wyeth  
NACDS  
EGA  
Eucomed  
Public Health Agency  
of Canada  
NHS-CfH

**Members from Pharma- and Medical device industry  
as well as from Associations and Regulatory Bodies**



# GS1 HUG™ Organisation





# GS1 HUG™ Work Teams

## Membership

Volker Zeinar (B.Braun)  
Jim Willmott (Smiths Medical)



- identify & prioritise groups of supply chain stakeholders
- organize enlargement, including other stakeholders

## Communication and Coordination

Rich Hollander (Pfizer)  
Jim Willmott (Smiths Medical)



- build communication and coordination infrastructure
- lead & organize internal / external communications
- web-site, press releases, newsletters ...

## Standards Implementation and Regulatory Affairs

Tom Werthwine (J&J MD)  
Jackie Elkin (Medtronic)



- research baselines of implemented standards
- develop global guidelines
- organize industry around a single position regarding future regulations **'speak with one global voice'**
- research baselines of legal requirements
- keep contacts to regulatory bodies

## Standards Development

Peter Tomicki (Baxter)



- review standards development process
- produce standards development strategy
- research industry & regulatory baseline for future healthcare standards development
- Recommendation and participation in GS1-GSMP optimization for healthcare

## Business Case

Ed Dzwili (J&J Ph)



- develop business case to demonstrate the benefits of using a global standard
- best practice



# GS1 HUG™ Work Teams

## Vaccines and Biologicals

Bruce Cohen (GSK)  
Steve Hess (Merck)



- develop a global standard and increase adoption across the supply chain
- aimed at improving patient safety and reducing medication errors

## Instruments & Implants

Volker Zeinar (B.Braun)



- analyse the necessity of marking instruments and implants
- process descriptions
  - industry baselines
  - technical framework / obstacles
- end user recommendations

## GTIN Allocation Rules (Pharma & MD)

Mark Walchak (Pfizer)  
Mark Hoyle (Tyco Healthcare)



- provide worldwide guidelines for GTIN assignment for pharmaceutical and medical devices
- lobby, via HUG and other stakeholders, for elimination of country specific divergences in GTIN allocation

## GS1 HUG™ Local Interest Teams (HUGLITs)

(HUGLITs)



- created to support local initiatives or investigate local requirements as required
- Supported by HUG members
- Promote and support local implementation





# GS1's Brand Architecture



## The global language of business

**OVERALL BENEFIT: Improving efficiency & visibility in supply and demand chains**

**GS1 SOLUTIONS & SERVICES USING GS1 STANDARDS**  
Solutions: POS / Inventory Management / Asset Management / Collaborative Planning / Traceability  
Services: Global (GSMP, GEPIR, Global Registry, Training and Accreditation) & Local (e.g. Certification, Implementation, Training)

 **System** - Integrated system of standards

 **BarCodes** 

Global standards for automatic identification

Rapid and accurate, item, asset or location identification

 **eCom** 

Global standards for electronic business messaging

Rapid, efficient & accurate business data exchange

 **GDSN** 

The environment for global data synchronisation

Standardised, reliable data for effective business transactions

**EPCglobal**   
Powered by GS1

Global standards for RFID-based identification

More accurate, immediate and cost-effective visibility of information

GS1 Identification Keys (e.g. GTIN, GLN, SSCC, GRAI, GIAI, GSRN, EPC) & Attribute Data (e.g. Best Before Date)



# Guiding Principles

## Collaborate Across GS1

- HUG Members Participate on Other Work Groups within GS1 as Appropriate
  - Provide Feedback Mechanism with Other Work Groups and GS1 Organizations that Support the Development of Auto ID or eCommerce Standards
- Leverage Synergies with EPCglobal's HLS BAG for Activities focusing on RFID
  - HUG Leadership to Participate in EPCglobal Tri-Chair Monthly Meetings
- Communicate Regulatory Activity and Communication throughout GS1
  - RFID/EPC Discussions:
    - The HLS BAG Tri-chairs have Primary Responsibility for RFID Activities in the US via EPCglobal (Elizabeth Board)
    - HUG will include the HLS BAG Tri-chairs in Regulatory Discussions with Other Markets



# Striving for global alignment

## Stay Focused on Business Objective, Use and Practicality

- What role does auto-ID play in solving the objective?
  - What is the data structure required?
  - Define the data then choose the data carrier
  - Move away from national coding systems
- What are the use requirements?
  - Granularity? Lot or Serial
  - Volume? Transactions
  - Mixed or Homogeneous Packages?
  - Line of Site or non Line of Site?
- What are the technical challenges?
  - Dosage form, Package Level and/or Package Type
  - Do we need to print the codes in-line or can we use preprinted components?
  - Practical? Technically Possible but with What Quality and Cost
- What to do?
  - Strive for Global Alignment through Global Guidelines
  - Promote and implement worldwide



# GS1 and HUG Websites

GS1 HUG: Home - Microsoft Internet Explorer

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Address http://www.gs1.org/hug/

GS1 Healthcare


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## GS1 Healthcare User Group

### Mission and Vision

Our **mission** is to lead the healthcare industry to the effective utilization and development of global standards with the primary focus on automatic identification to improve patient safety.

Our **vision** is to become the single source for regulatory agencies and trade organizations (manufacturer, wholesaler, hospital and pharmacy) to seek input and direction for global standards in the healthcare industry.



#### Join GS1 HUG

To join, please contact Ulrike Kreysa at [ulrike.kreysa@gs1.org](mailto:ulrike.kreysa@gs1.org).

- [View list of existing members](#)

#### News

**05 December 2005:** The third meeting of the global GS1 Healthcare User Group (HUG) took place in Princeton (US) from 29 November - 1 December 2005.

#### Future Meetings

**Next HUG Meeting**  
21 - 23 March 2006  
Rome Marriott Grand Hotel Flora  
Rome, Italy

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### Sectors

- Healthcare
- Defence
- Transport & Logistics

## Healthcare

GS1 is the leading global standards organisation in the healthcare industry. In 56 countries worldwide, GS1 standards have been chosen to identify pharmaceutical products uniquely. Major regulatory bodies including in the US, Japan and the UK have endorsed them.

GS1 standards **improve patient safety** and **reduce costs** in the healthcare supply chain. Automatic product identification on all product levels and full traceability ensure a safe and secure supply chain by providing greater visibility, accuracy and velocity for the benefits of all parties involved.

Preventing medical errors and combating counterfeiting are top-of-mind concerns facing the healthcare sector – GS1 standards help to solve these issues.

The global Healthcare User Group (GS1 HUG), consisting of members from the leading pharmaceutical and medical device companies, leads the healthcare industry in the effective utilization and development of global standards with the primary focus on automatic identification to improve patient safety.

The main focus areas for the HUG are the following: prevention of medical errors, product authentication, tracking and tracing and increasing total supply chain efficiency.

For more information and latest developments in healthcare please contact Ulrike Kreysa at [ulrike.kreysa@gs1.org](mailto:ulrike.kreysa@gs1.org).

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[www.gs1.org/hug](http://www.gs1.org/hug)



# Next Meetings of the GS1 HUG™

**19<sup>th</sup> to 21<sup>st</sup> September 2006**  
London

[www.gs1.org/hug/](http://www.gs1.org/hug/)



## Questions?

Rich Hollander

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