Business Case Update

Paris, September 2006

Ed Dzwill

The global language of business

Current Business Case Team

- Ed Dzwill – Lead – Global Pharm Supply Group - J&J
- Michigan State University
- Massimiliano Molinari – J&J Pharma (Janssen Cilag)
- Josef Simacek – Pharm Data
- Christian Lovis – University Hospital of Geneva
- Peter Arakelian – Amgen
- Uwe Klaner – Baxter Europe
- Eduardo Rodriguez – GS1 Chile
- Scott Cameron – Novartis
- Gary Clement – Kimberly Clark
- Dr. Bruce Anderson – New Zealand Ministry of Health
- GS1 HUG™
- Jay Crowley - FDA

GS1 HUG

Objective	The Business Case for Global Data Standards in the Healthcare Supply Chain
Mission	Develop guidance for global healthcare on effective utilization and development of global standards with the primary focus of automatic identification to improve patient safety
Target Global Audience	Manufacturers, Distributors, Hospitals, Pharmacies, Regulatory Agencies, Trade Groups, Certification Bodies
Implementation	Multiple Phases through a HUG partnership with Michigan State University. Delivery of completed Business Case January 2007.

GS1 HUG

- MSU School of Packaging (MSU Lead)

- MSU College of Business - Marketing and Supply Chain Management

- MSU School of Criminal Justice - College of Social Science

- MSU College of Communication Arts and Sciences - Health Risk and Communication Group and the Advertising & Consumer Behavior Group

- MSU College of Law - Intellectual Property & Communication Law Program

- MSU College of Veterinary Medicine - The National Food Safety & Toxicology Center

GS1 HUG

- Since 1952, MSU School of Packaging has conferred 5,600 BS, MS, and PhD degrees. Currently 500 undergraduate, 60 graduate students, and 16 full time faculty

- Yearly 200 students achieve Bachelor Degrees, 15 Masters Degrees, 5 Ph.D's

- Cooperative Education program exists with companies in many industries

- Bachelor of Science are generalists, with broad knowledge in materials, processes, and design considerations with skills applicable to many industries

- Master's of Science are specialists with stronger analytical, technical skills additional graduate level research with expertise in a specific area of packaging

GS1 HUG

Michigan State University Core Team:

	Role	Title	Expertise
Dr. Hugh Lockhart	Project Director	Professor	Drug, Device Packaging, Regulatory Impacts
Dr. Robb Clark	Collaborator	Associate Professor	Automatic Identification Systems, both printed codes and RFID
Dr. Laura Bix	Collaborator	Assistant Professor	Healthcare, Consumer Interface, Drug, Device Regulatory Impacts
Dr. Diana Twede	Collaborator	Associate Professor	Supply Chain, Logistics, Economics
Dr. Harold Hughes	Collaborator	Professor	Computer Management Systems
John Spink	Project Manager	PhD Candidate	Anti-counterfeit systems, Project Management, Business Management

GS1 HUG

HUG

- Student researchers recruited from 6 contributing departments
- Training for 1 week with students from each school
- Students trained in the assumptions, purpose, background, and literature search methodology
- Students to have a starter set of key words, phrases and will be supervised by collaborating faculty
- Literature search to assure information is relevant with agreeing and opposing views
- Teams will meet twice weekly to report, share, modify methods as needed
- GS1 HUG™ Business Case Team will review progress and direction
- Stakeholders will be contacted using telephone, e-mail, or face-to-face interview
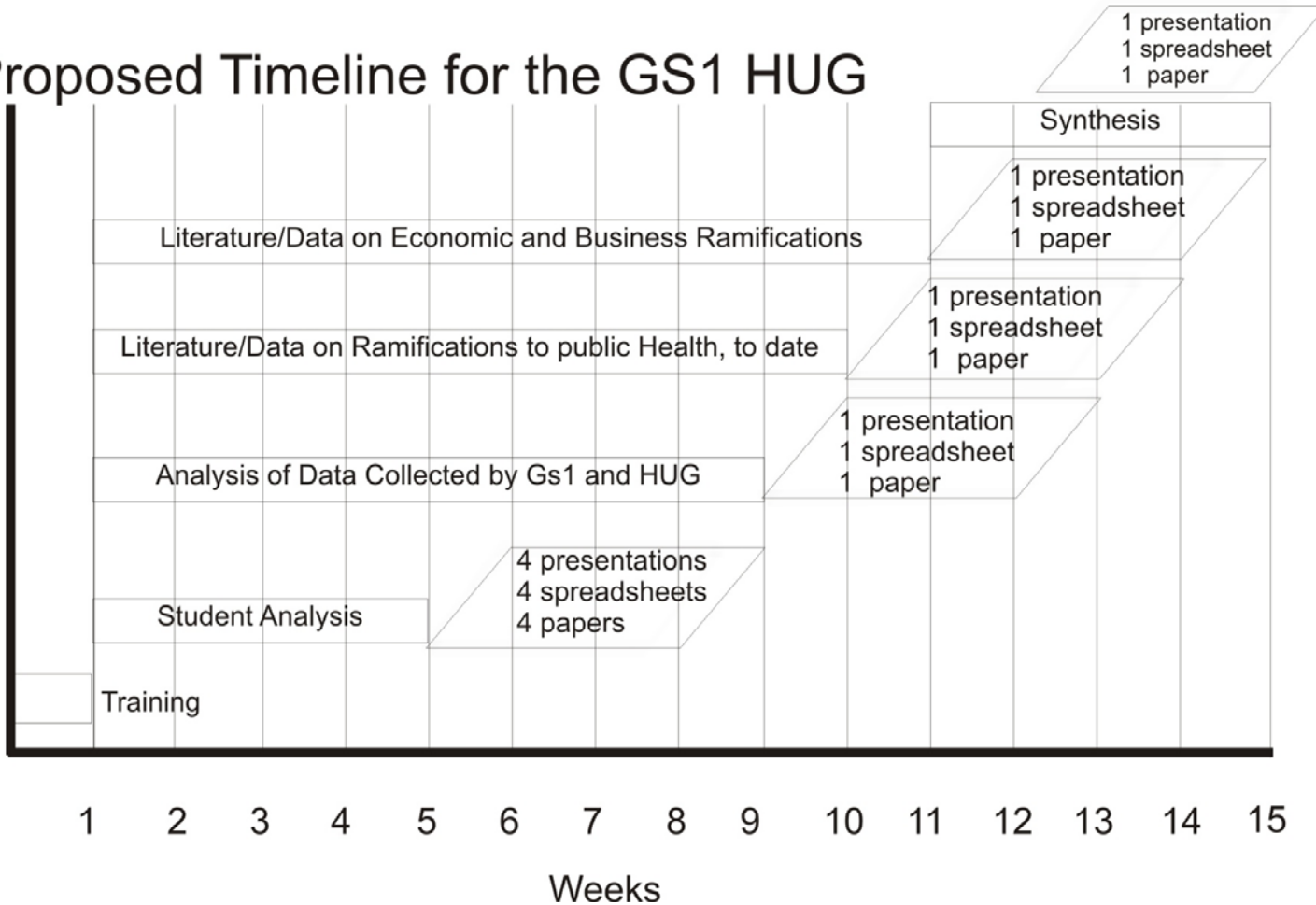- Researchers may contact academic colleagues globally

GS1 HUG

- Deliverables:
  - Detailed position paper of approximately 125 pages
  - PowerPoint Executive Summary of 10 pages
  - PowerPoint conference presentation of 25 pages
- Planned to be a fifteen week effort
- Other Impacts:
  - Research done by MSU faculty will increase knowledge in global Auto Identification
  - Students will be better prepared for the global environment in Auto Identification
  - Research will create a center of excellence at MSU for new areas of study

Proposed Timeline for the GS1 HUG

- Expanded assumptions document delivered July 5th 2006 with review/comments from HUG Business Case Team
- Student recruiting / training completed, research starting September 2006
- Breakout session tomorrow at Paris HUG meeting to review assumptions
- Final presentation to GS1 HUG™ at the January 2007 Conference
- Issue Business Case on Web February 2007

THE SCHOOL OF PACKAGING

GS1 HUG

BUSINESS CASE TEAM
Michigan State University • GS1 HUG™
Working together to improve Patient Safety

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