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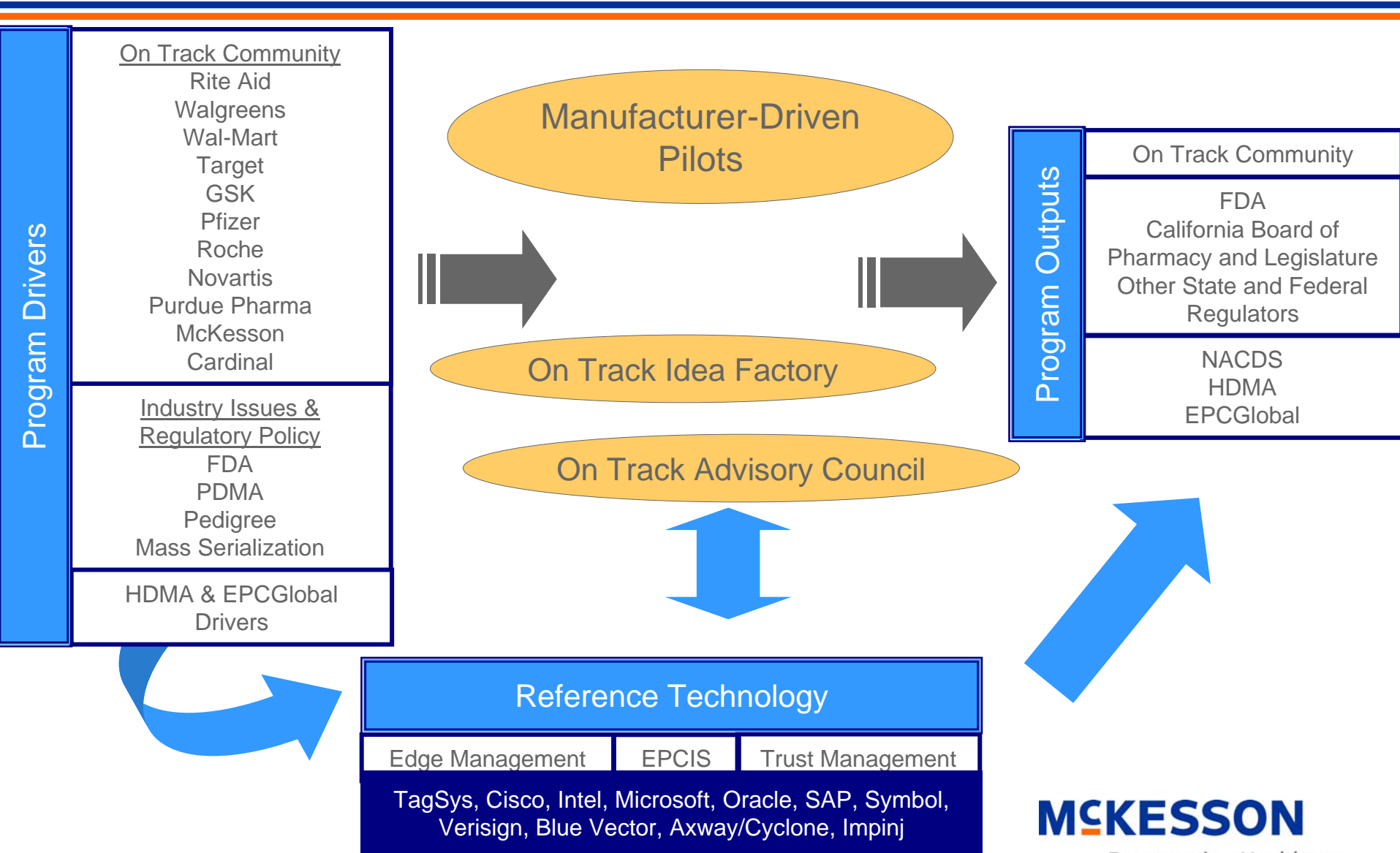
On Track

September 2006

On Track is an opportunity to:

- **Bring together trading partners and create a living laboratory across the supply chain to advance *product safety, item serialization, and the quality of healthcare***

- **Leverage the learnings and momentums of industry leading companies to *reduce costs and development time***

- **Gain *real-world experience* with product serialization in a *technology-agnostic* environment**

- **Leverage learnings into practical *commercial serialization installations***

- **Provide *fact-based information* to the membership, the industry, the technology community and policy makers.**

On Track is not:

- **A group to set standards, policy or regulatory agendas**

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On Track Program

Program Drivers

On Track Community
Rite Aid
Walgreens
Wal-Mart
Target
GSK
Pfizer
Roche
Novartis
Purdue Pharma
McKesson
Cardinal

Industry Issues &
Regulatory Policy
FDA
PDMA
Pedigree
Mass Serialization

HDMA & EPCGlobal
Drivers

Manufacturer-Driven Pilots

On Track Idea Factory

On Track Advisory Council

Program Outputs

On Track Community

FDA
California Board of
Pharmacy and Legislature
Other State and Federal
Regulators

NACDS
HDMA
EPCGlobal

Reference Technology

Edge Management | EPCIS | Trust Management

TagSys, Cisco, Intel, Microsoft, Oracle, SAP, Symbol,
Verisign, Blue Vector, Axway/Cyclone, Impinj

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Focused Areas of Learning

- ASN
- Authentication
- Business Process Analysis
- Consumer/Patient Education
- Decommissioning
- EPCIS Strategy

- ePedigree
- Reverse Logistics
- Technology Interoperability
- Temperature Monitoring
- Tag Metrics
- Track and Trace

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Critical Questions

1. **Data Sharing**
   - **Safe and secure supply chain**
   - **ePedigree**
   - **Authentication**
   - **Standards**
2. **Track and Trace Visibility**
   - **ASN**
   - **Pallet-Case-Item hierarchy**
   - **EPCIS**
3. **Tag Data**
   - **NDC**
   - **Expiration date**
   - **Lot number**

4. **Tag Frequency and Read Ranges**
   - **Business benefits**
   - **Technology interoperability**
   - **Interoperability with existing equipment**
5. **Changes in Business Process**
   - **Distribution Centers**
   - **Pharmacies**

Source: On Track Idea Factory, Chicago, February 23, 2006

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Value to Industry

- **Information sharing within the community**

- **Usable facts and data around**
  - **Serialization technology readiness**
  - **Data sharing methodologies and needs**
  - **Interoperability challenges between supply chain participants**

- **Access to Reference Technology participants and experimentation results**

- **Next Steps**
  - **Gen 1 production pilots to continue through December 2006**
  - **Gen 2 production pilots to start in December 2006**
  - **Reference Technology outputs published October 2006**

Consumer Benefit

- **Feedback from Manufacturers and Retailers on patient privacy issues**

- **EPCglobal's patient privacy findings**

- **Discussion on potential benefits to the consumer**