



# Healthcare Sector in Brazil

Global Healthcare User Group  
Princeton, New Jersey

Roberto Matsubayashi  
GS1 Brasil



Brasil

# Meeting agenda

- Sector Overview
- Main Activities
  - ANVISA
  - Brazilian Healthcare Working Group





# Sector Overview



# GS1 Brasil

- Brazilian Population: > 180 Million
- GS1 Member Companies: > 47.000
- Sectorial Working Groups: 18
- World Class
  - ISO 9000
  - 6 SIGMA ...
- Value Added Services to Members
  - Training Courses, Publications, Services and Programs





# Brazilian Healthcare Supply Chain



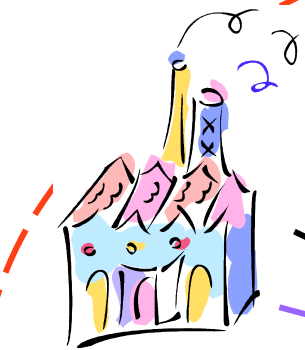
ANVISA



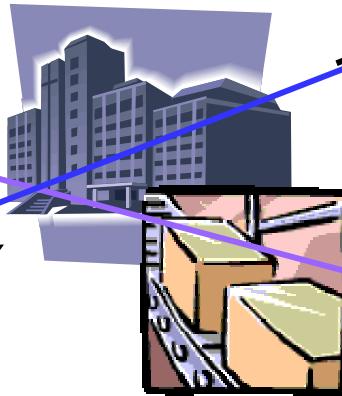
Hospitals



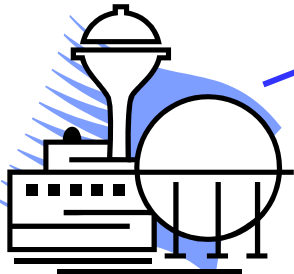
Retailers



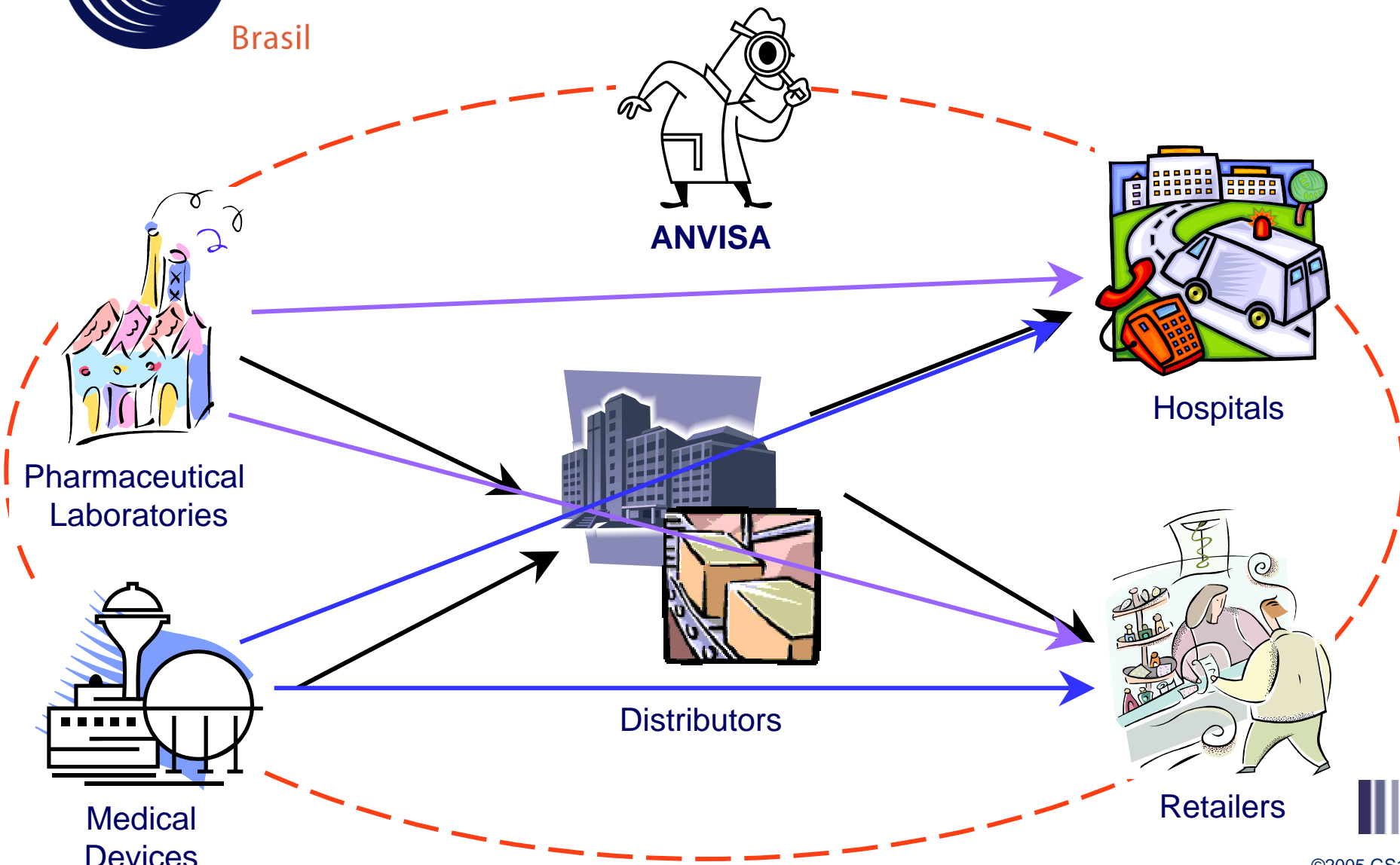
Pharmaceutical  
Laboratories



Distributors

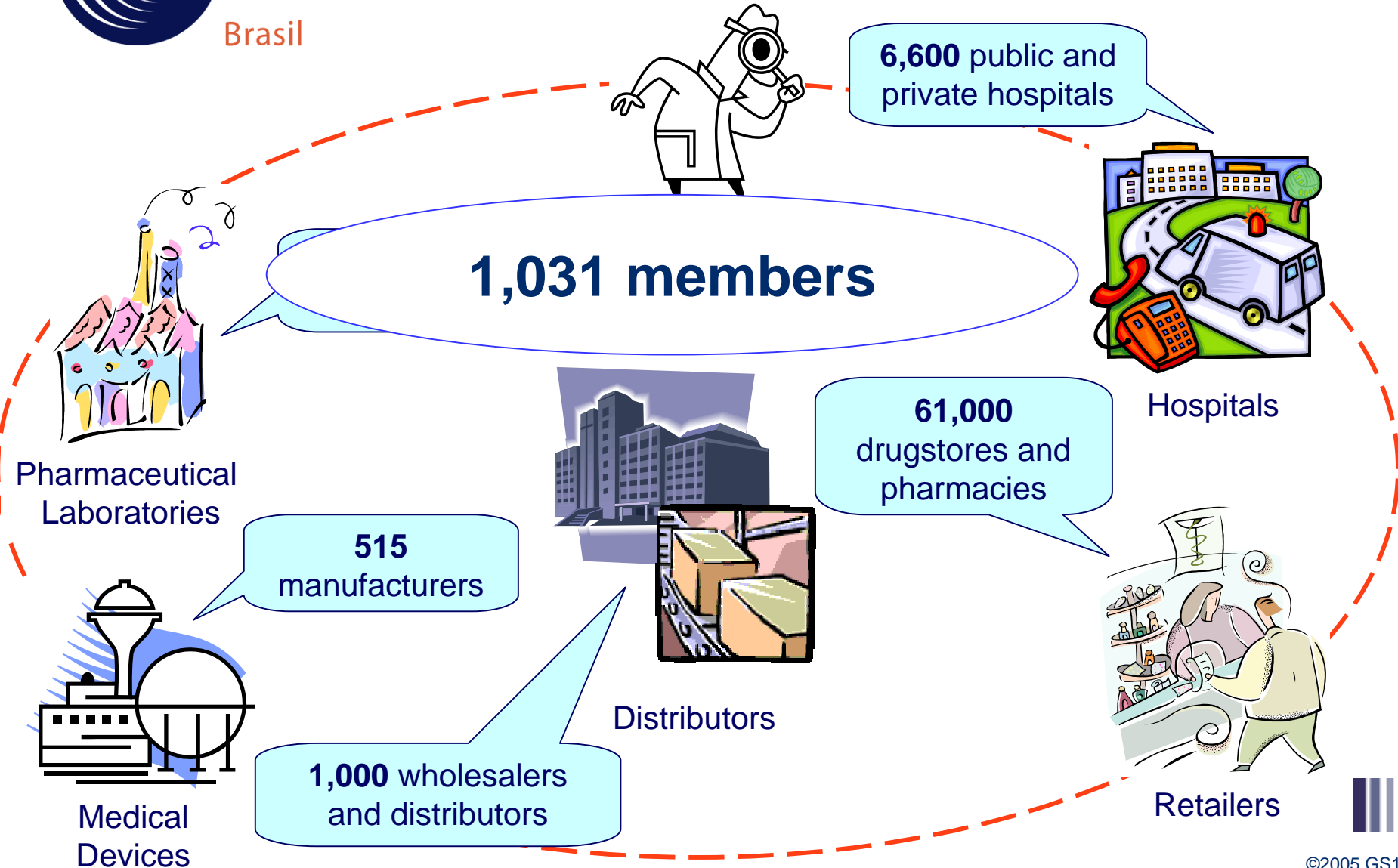


Medical  
Devices





# Brazilian Healthcare Supply Chain





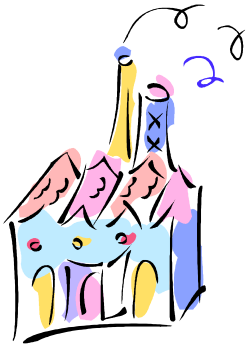
# Healthcare Sector Associations

## Pharmaceutical Industry

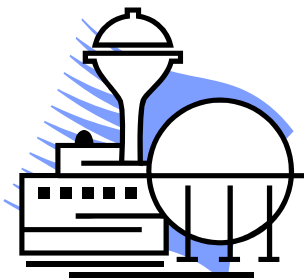
**FEBRAFARMA** – *Brazilian Pharmaceutical Industry Federation*

**ABIMO** - *Manufacturers of Medical and Dental Products Association*

**ABIMED** – *Brazilian Importers of Equipments, Products and Supplements for Hospitals Association*



Pharmaceutical  
Laboratories



Medical  
Devices

Rank of Most Important Labs		
2003	2004	Brasil
1	1	Pfizer
2	2	Aché
3	3	Aventis (*)
4	4	Novartis
6	5	EMS
5	6	Roche
9	7	Medley
11	8	B.I
7	9	Schering Plough
8	10	Schering AG
Top 10		





# Healthcare Sector Associations Retail & Distribution

**ABRAFARMA** – *Brazilian Pharmacies and Drugstores Chain Association*

**ABAFARMA** – *Brazilian Pharmaceutical Wholesalers Association*

**ABCFARMA** - *Brazilian Pharmaceutical Trade Association*



Distributors



Retailers

**Total  
61.524 POS**

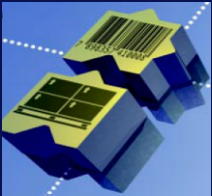


**Number of drugstores in Brazil**





# Main Activities



ANVISA - National Health Surveillance Agency



Healthcare Working Group



# 1. ANVISA



## Pharmaceutical Product Identification

- Ministry of Health – Resolution 801/98 + amendments – **GTIN** is **mandatory** information for new pharmaceutical products registration application.
- Ministry of Health - Resolution 802/98 + amendments – **EAN.UCC EAN-13** barcodes with **GTIN** are **mandatory** on pharmaceutical products packages.





# 1. ANVISA



## Opportunity TRACEABILITY

- Resolution 320/02 + 16/03 – the lot number of each pharmaceutical product delivered to the retailers must be informed in the invoice

### ▪ PROPOSAL

- 1st phase – logistic units identification with UCC/EAN-128 (implemented from industry to distributors)
- 2nd phase – lot number and expiry date barcoded on the pharmaceutical packages (under study: EAN13 + composite)
- GS1 Brasil takes part on the ANVISA's Traceability Technical Committee





# 1. ANVISA



## Opportunity UNIT DOSE AT RETAIL

- Resolution 135/05 + Decree 5.348/05 – regulate the sales of Drugs in UNIT DOSE at retail to provide consumer with only necessary doses as prescribed
- **PROPOSAL**
  - Identification down to the unit dose using RSS



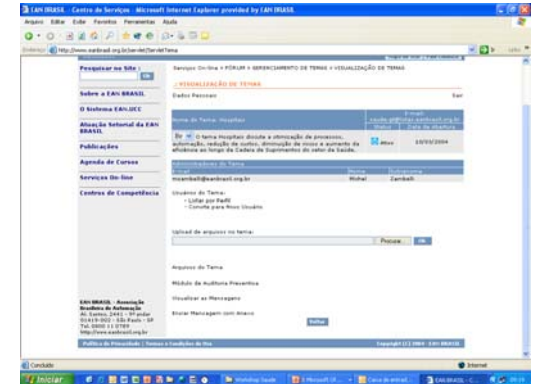
## 2. Healthcare Working Group

### ■ Working Group

- Participants from Hospitals, Manufacturers, Distributors and Service Providers
- Virtual discussion group (User's Forum)
- Pilots – Hospital Santa Catarina
- Traceability and Logistic Identification – Johnson & Johnson
- Unit doses identification – ASTER, Cristalia, FURP and Hypofarma
- Attendance in 2004 around 200 people

### ■ Some of Outcomes

- Coding Guide for the Health Sector
- Video Hospital Supply Chain



## 2. Healthcare Working Group

### PILOT PROJECT: Unit dose identification using RSS Composite

- Pilot project concluded in June, 2004



A Farmácia Central é o principal estoque do Hospital, movimentando mensalmente mais de 1.500 diferentes produtos

#### Participation

##### ✓ HOSPITAL SANTA CATARINA

##### ✓ HYPOFARMA

- Cloreto de Sódio 20% 0,2 g/ml 20 ml
- HYDREN Adrenalina 1 mg/ml

##### ✓ ASTER

- Cloreto de Sódio 0,9% 10 ml

##### ✓ CRISTÁLIA

- TRAMADON 50 mg
- AMYTRIL 25 mg
- Halo decanoato 70,52 mg/ml

##### ✓ FURP

- Sulfametoxazol + Trimetoprima 200 - 300 mg
- HALOPERIDOL 5 mg/ml 1 ml
- DIAZEPAM 10 mg I.V. 2 ml

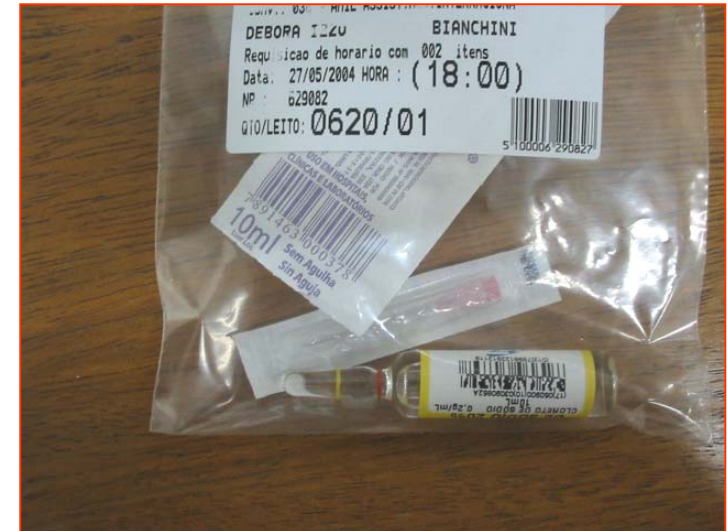




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## 2. Healthcare Working Group

- Unit doses identification using RSS Composite
  - Pilot samples





# MARKETING ACTIVITIES





# Marketing Activities

## Events to disseminate EAN.UCC System

- Workshops, Seminars





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# Marketing Activities

## Events to disseminate EAN.UCC System

- Relevant sectorial tradeshow – Hospitalar and FCE Pharma



# Marketing Activities



## VIDEO “HOSPITAL SUPPLY CHAIN”



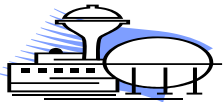
# Brazilian Healthcare Supply Chain

## Inventory of EAN.UCC Standards application



Pharma Industry

- ✓ GTIN
- ✓ SSCC - traceability
- ✓ EDI
- RSS – Unit dose/traceability



Medical Devices

- ✓ GTIN (UCC/EAN-128)
- ✓ SSCC - traceability
- ✓ EDI
- RSS - traceability



ANVISA

- ✓ GTIN
- ✓ SSCC
- RSS



Hospitals

- ✓ GTIN
- ✓ 128
- ✓ EDI
- RSS



Distributors

- ✓ GTIN
- ✓ 128
- ✓ EDI
- RSS



Retailers

- ✓ GTIN
- ✓ 128
- ✓ EDI





***THANK YOU!***  
***OBRIGADO!***

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