



Healthcare's Need for GDSN

Berlin, GS1 HUG Meeting

Tom Werthwine, Johnson & Johnson

The global language of business

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Healthcare's Need for GDSN

History : How the Healthcare Industry trades Product Data

- Paper to Paper
 - Peer to Peer (direct mail or sales rep)
 - Multiple numbers to identify product
 - Multiple names and numbers to identify sellers and buyers
 - Verbal, fax, and hard copy orders



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- Internet
 - Peer to Peer or through Service Provider
 - One to many and many to one model



Healthcare's Need for GDSN

Who wants Our Product Data ?



ALLSource® Catalog



U.S. Dept of Defense



Health eMarketplace



ECCNet



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Who wants Our Product Data ?



Product Data Utility



France Hospital Initiative



Chile Auge Project



Turkey UBB Project



Healthcare's Need for GDSN

What Attributes do Our Customers want ?

- GTIN
- GS1 GPC
- UNSPSC
- GMDN
- NDC
- Cladimed
- CAGE
- EPC
- Others...



Global Product Classification (GPC)



Healthcare's Need for GDSN

How do we proceed ?

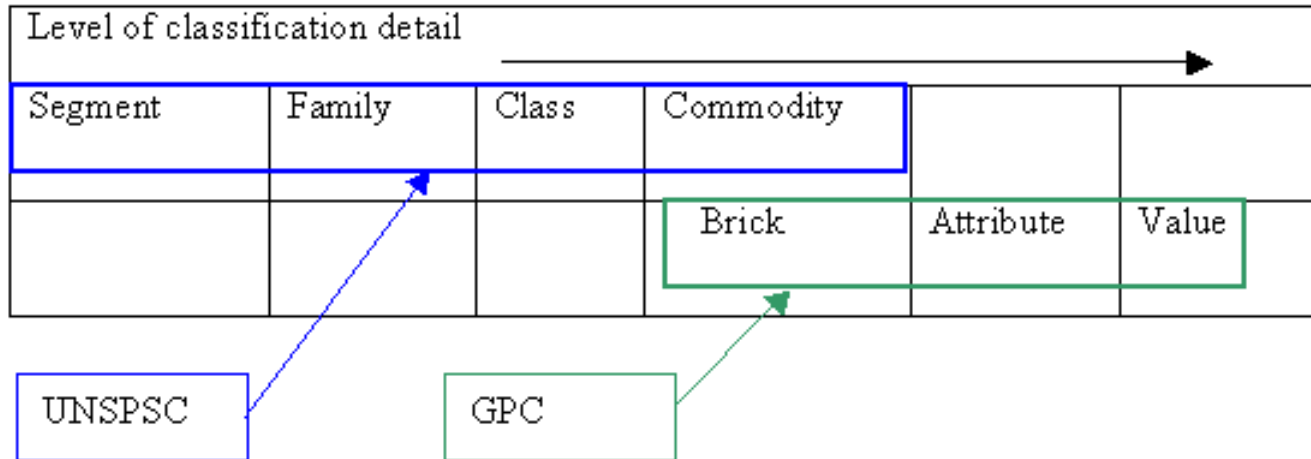
- First Meeting : Friday, 16 February 2007 immediately following GS1 Forum in Brussels BE
- Need balanced representation : GS1 MO's, Healthcare Suppliers, and Healthcare Providers
- Support from GS1 Professional Staff
- Explore and align classification categories
- Define data elements unique to pharmaceuticals, medical devices, biologics, etc.
- Educate industry and drive global adoption



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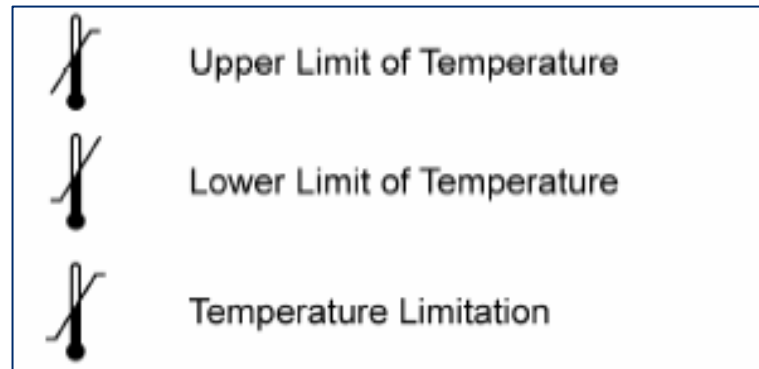
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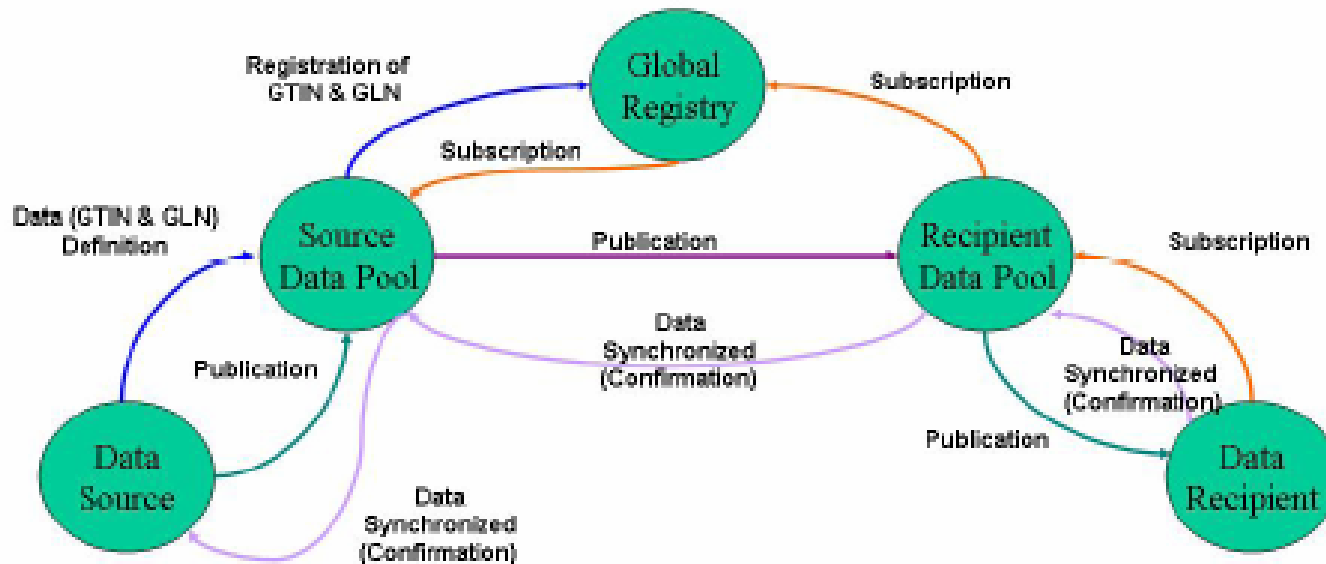
Courtesy GS1 Canada Web Site

How do we proceed ?

- What value can the HUG effort bring?
 - Define Patient Safety Attributes
 - MRI compatibility
 - LATEX
 - Cold Chain



The GDSN Business Flow





Contact details

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