Global GS1 Healthcare Conference
Copenhagen, 21 – 23 October 2014

The Power of Global Standards in Healthcare

Participants from around the world join the global GS1 Healthcare conferences to:

- **share** the latest news on industry and regulatory developments in automatic identification, traceability and electronic product catalogues
- **network** and leverage with other stakeholders from around the world using this unique, neutral and global platform
- **learn** more about existing supply chain data standards

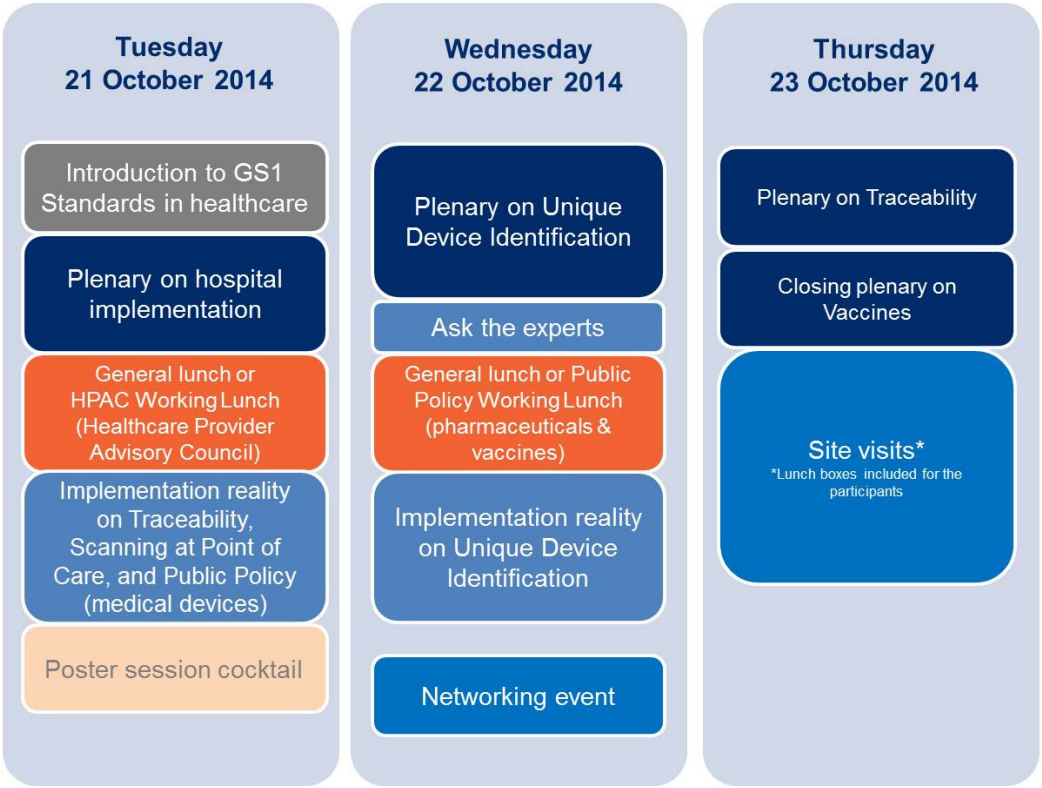
Patient safety and supply chain excellence through global standards

The global GS1 Healthcare Conference brings together key strategists, actors and influencers from across the world to advance the development and adoption of global standards in the healthcare supply chain. Past conferences have proven that significant value is to be gained for participants from the full range of healthcare related organisations, from (inter-)governmental bodies and regulators, healthcare providers, pharmacists, manufacturers, distributors & wholesalers, logistics providers, industry associations, and the GS1 Member Organisations representing local communities.

About GS1 Healthcare

GS1 Healthcare is a voluntary, global Healthcare User Group leading the healthcare sector to the successful development and implementation of global standards by bringing together experts in healthcare to enhance patient safety and supply chain efficiencies. For more information, visit www.gs1.org/healthcare

Week at a Glance



Venue

Hilton Copenhagen Airport Hotel
Ellehammersvej 20,
Copenhagen, 2770
Denmark
http://www3.hilton.com/en/hotels/denmark/hilton-copenhagen-airport-hotel-CPHAPHI/index.html

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Draft agenda

Tuesday, 21 October 2014	
7:30 – 9:00	**Registration and welcome coffee**
8:00 – 8:45	**INTRODUCTION SESSION – A starter session on GS1 Standards** *Global standards to Identify, Capture and Share*
9:00 – 12:45	**OPENING PLENARY SESSION – Hospital Implementation** *A session for both suppliers and providers to learn about hospital implementations from around the world*
9:00 – 9:20	**Miguel Lopera, CEO and President, GS1 Global Office** **Lars Kyed, CEO, GS1 Denmark** *Welcome to conference*
9:20 – 10:00	**Lord Philip Hunt, Shadow Spokesperson (Health), President Healthcare Supply Association, President Royal Society of Public Health & Andy McMinn, Head of Procurement & Logistics, Plymouth Hospital** *The new NHS eProcurement strategy in the UK*
10:00 – 10:20	**The Danish Region – Gitte Bengtsson, Director Regional Politics** *The Danish hospitals and global standards*
10:20 – 10:40	**Flemming Sonne, CEO, AMGROS** *Reducing medication errors in Danish hospitals with primary package barcoding*
10:40 – 11:05	**Coffee break**
11:05 – 11:25	**Viggo Nielsen, Supply Chain Manager, Hospital Pharmacy Capital Region** *How GS1 BarCodes improve logistics quality and patient safety*
11:25 – 11:35	**Mr. Nick Hækkerup, Danish Minister of Health** *Key address*
11:35 – 11:55	**Richard Price, The European Association of Hospital Pharmacists (EAHP)** *Reducing medication errors in hospitals- the importance of bedside scanning*
11:55 – 12:15	**Thomas De Rijdt, Assistant-Head of Pharmacy, University Hospital Leuven** *Bedside scanning, the missing link in patient safety*
12:15 – 12:35	**Erik Van Ark, Anaesthesiologist and Justin Bitter, Manager OR, Bernhoven Hospital Uden, The Netherlands** *How to implement traceability in a hospital?*
12:35 – 12:45	**Healthcare Provider Advisory Council (HPAC) Awards** *Recognition Award and Best Implementation Case Study Award*
12:45 – 14:00	**Lunch and Poster Session** **or** **HPAC Working Lunch**
12:45 – 13:45	*Healthcare Provider Advisory Council (HPAC) lunch builds upon the morning hospital plenary session*

	This is an interactive working lunch where the presenters and award winners from the morning plenary session will be in attendance to answer any additional questions you may have. The lunch will also provide attendees with the opportunity to share how they are implementing GS1 Standards to enhance patient safety, the challenges faced AND how other attendees and/or GS1 can assist and support to overcome those challenges and achieve successful implementations. **Facilitators: HPAC Tri-Chairs:** • **Frédérique Fremont, CHI Ballanger Hospital, France** • **Feargal Mc Groarty, St. James's Hospital, Ireland**
14:00 – 15:30	**IMPLEMENTATION REALITY– Round 1** *Three concurrent breakout sessions on Traceability, Level-below-the-each or Public Policy (medical devices)* **Participants can choose from three sessions – sessions 1 and 2 will be repeated:** 1. **Traceability implementation for all stakeholders in the supply chain, from manufacturer to patient** • This session outlines the foundations for enabling traceability using global standards, showcases standards work in progress to enable "Event Based" Traceability models and looks to the future with presentations from two global manufacturers on how an established traceability system can improve supply chain efficiency, enhance patient safety and enable better engagement with patients. **Chaired by Mark Davison, Blue Sphere Health.** **Panellists:** • **Peter Egvang Mardov, Novo Nordisk** • **Monica Kryzer, 3M** 2. **Scanning at Point of Care – safer care for patients** The purpose of this session is to highlight the benefit of global standards for safer care by using automatic identification and data capture. To achieve optimal benefits, medical devices and medicines need to be labelled at the unit of use, and care givers and subjects of care need to be identified according the GS1 Standards. The session will provide input from both the manufacturer and provider side and reference the recently published ISO specification about patient identification. Panellists: • **Kate Ebrill, National E-Health Transition Authority (NEHTA)** • **Tatjana Pathare, F. Hoffmann-La Roche** • **Thomas De Rijdt, UZ Leuven Hospital** 3. **Medical devices: Public Policy session** Regulatory requirements and initiatives from around the world related to medical devices– normally a closed group; it is only open for this

	session. (A Public Policy lunch focused on pharmaceuticals & vaccines will take place on Wednesday.)
15:30 – 16:00	**Coffee break**
16:00 – 17:30	**IMPLEMENTATION REALITY – Round 2** **Second round of the breakout sessions:** **Traceability implementation for all stakeholders in the supply chain, from manufacturer to patient. Chaired by Mark Davison, Blue Sphere Health. Panellists:** • **Peter Egvang Mardov, Novo Nordisk** • **Monica Kryzer, 3M** **Scanning at Point of Care – safer care for patients** • **Kate Ebrill, National E-Health Transition Authority (NEHTA)** • **Tatjana Pathare, F. Hoffmann-La Roche** • **Thomas De Rijdt, Hospital UZ Leuven**
17:30 – 18:30	**Poster session cocktail**
17:30 – 19:00	**International Government Healthcare Supply Chain ThinkTank** ***ON INVITATION ONLY*** *Open to international government healthcare organisations – discussions will be held under the Chatham House Rule*

Wednesday, 22 October 2014	
8:30 – 9:00	**Welcome coffee**
9:00 – 11:50	**PLENARY SESSION – Unique Device Identification (UDI)** *UDI aims to establish a single device identification system that is consistent, unambiguous and globally standardised. The session provides an overview of the status around the world.*
9:00 – 9:20	**Laurent Sellès, Senior Coordinator for International Relations, European Commission** *Situation in the International Medical Device Regulators Forum (IMDRF) and in the European Union*
9:20 – 9:40	**Mike Kreuzer, Chair UDISC, Eucomed** *A critical stage in the development of the EU legislation on UDI*
9:40 – 10:20	**Jay Crowley, VP UDI Practice, USDM – formerly Patient Safety Advisor, U.S. FDA** *Past the first deadline of the UDI Rule – experiences and advice for the next phase*
10:20 – 10:50	**Coffee break**
10:50 – 11:10	**Volker Zeinar, Global Coordinator Auto-ID Affairs, B. Braun** UDI Implementation Challenges - focus on the UDI database
11:10 – 11:30	**Kate Ebrill, National eHealth Transition Authority, (NEHTA), Australia** Australian Supply Chain reform – Past, Present & Future
11:30 – 11:50	**Prof. Augusto Mateus, Portugal** *Impacts of the adoption of global standards in the Portuguese healthcare value chain*
11:50 – 12:30	**ASK THE EXPERTS – Concurrent breakout sessions** 1. **Identification and Marking of Multi-country packages – Grant Courtney, GSK** 2. **eCommerce harmonisation – Hans Lunenborg, GS1 Netherlands** 3. **GS1 Healthcare Intelligent Package – the Mobile App – Chuck Biss, Global Office**
12:30 – 14:00 **12:30 – 13:45**	**Lunch and Poster Session** **or** **Public Policy Working Lunch – Pharmaceuticals and Vaccines** *Regulatory requirements and initiatives from around the world related to pharmaceuticals and vaccines. - Normally a closed group, it is only open for this session. (A Public Policy session, focused on medical devices, will take place as*

	part of the Implementation Reality session on Tuesday.)
14:00 – 15:30	**IMPLEMENTATION REALITY– Round 1** *Two concurrent breakout sessions on how to implement UDI. The smaller groups allow for a more involved exchange between participants, speakers and moderators. The format includes technical background, short presentations of case studies, panel discussions, step-by-step procedures and detailed discussions.* **Participants can choose from two sessions – both sessions are repeated:** 1. **Medical devices: How to identify/mark my products?** Need a better understanding of the steps involved in the implementation of identification and marking Automatic Identification and Data Capture (AIDC) of medical devices for the U.S. FDA UDI rule and other global UDI initiatives? Join this session to hear about the challenges and successes, and learn from our panellists as they share their practical experiences. Panellists will include: • **Dennis Black, BD** • **Jay Crowley, USDM Life Science** • **Georg Keller, Aesculap AG** • **Jackie Rae Elkin, Medtronic** 2. **GDSN implementation success stories and preparation for UDI databases** Master Data Management is one of the most challenging areas relating to the implementation of the UDI regulation and involves the management of information at a global level. Join this session as panellists share their experiences in getting ready to provide data to the FDA's GUDID and the lessons learned from their GDSN implementation success stories. Panellists include: • **Dave Ralph, Commport** • **Greg Patterson, FSEnet+** • **Mark Wasmuth, GMDN** • **Volker Zeinar, B.Braun**
15:30 – 16:00	**Coffee break**
16:00 – 17:30	**IMPLEMENTATION REALITY – Round 2** **Second round of the breakout sessions:** 1. **Medical devices: How to identify/mark my products?** • **Dennis Black, BD** • **Jay Crowley, USDM Life Science** • **Georg Keller, Aesculap AG** • **Jackie Rae Elkin, Medtronic** 2. **GDSN implementation success stories and preparation for UDI databases** • **Dave Ralph, Commport** • **Greg Patterson, FSEnet+**

	• Mark Wasmuth, GMDN • Volker Zeinar, B.Braun
18:30 – 23:30	Networking event. Bus departs hotel at 18:30 Busses leave Tivoli Congress Centre every 20 minutes from 22:00-23:30

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Thursday, 23 October 2014	
8:30 – 9:00	**Welcome coffee**
9:00 – 11:00	**PLENARY SESSION – Traceability** *Traceability is today a focus of many regulatory bodies, and worldwide regulations and activities are evolving. This session discusses traceability and authentication, counterfeiting and the need to get the original product to the patient.*
9:00 – 9:20	**Christoph Krähenbühl**, Managing Director, 3C Integrity *Key requirements of the EU Falsified Medicines Directive*
9:20 – 9:40	**Mike Rose, VP Supply Chain Visibility, Johnson &Johnson for EFPIA**
9:40 – 10:00	**Angeline Riezebos, Project Manager, Sanquin Blood Supply, Divison Plasma Products** *Implementation of serialisation & traceability at manufacturers – best practises*
10:00 – 10:20	**Mathieu Aman, Programme Manager Supply Chain, F. Hoffmann-La Roche** *Serialisation on a global level: is worldwide mass serialisation the long distance future?*
10:20 – 10:40	**Chris Reed, Johnson & Johnson** *How to comply with the U.S. DSCSA rule using GS1 Standards*
10:40 – 11:00	**Hans Andersson, LIF - the research-based pharmaceutical industry in Sweden** *The road from Nordic Trade Item Numbers to Global Trade Item Numbers*
11:00 – 11:30	**Coffee break**
11:30 – 13:00	**CLOSING PLENARY – Vaccines supply chain**
11:30 – 11:40	**Rich Hollander, Vice President, Packaging and Device Services, Pfizer** *The WHO VPPAG recommendation for identification of vaccines and what it means for manufacturers – what are the opportunities*
11:40 – 11:50	**Ann Hasselbalch, Chief of the Supply Chain Strengthening Centre, UNICEF** *The implementation of the WHO recommendations*
11:50 – 12:00	**Henry Mwanyika, Director, PATH** *The proof of principle project in Tanzania*
12:00 – 12:40	**Panel discussion on vaccines supply chains with special regards to the developing countries**
12:40 – 12:50	**Gerardo Brehm, Chief Innovation and Project Development, GS1 Mexico** *The next global GS1 Healthcare conference in Latin America – invitation*

12:50 – 13:00	**Closing remarks – GS1 Healthcare Tri-chairs**
Afternoon departures 13:00	**Site visits to:** • Retail pharmacy – Glostrup Apotek (expected return to hotel: **16:00**) • Manufacturer – Lundbeck (expected return to hotel: **16:00**) • Manufacturer – Novo Nordisk (expected return to hotel: **16:00**) • Manufacturer – Xellia Pharmaceuticals (expected return to hotel: **16:00**) • Hospital – Region Hovedstadens Sygehusapotek & Herlev Hospital (expected return to hotel: **17:00**) • Hospital – Frederiksberg Hospital (expected return to hotel: **18:00**) **Glostrup Pharmacy:** Glostrup Apotek is a retail pharmacy that provides a 24/7 service to citizens every day in the year. This permanent service is possible thanks to a pharmacy robot which provides supply chain excellence. You can visit the pharmacy and learn how the Pharmacy Robot gives supply chain excellence and how it uses GS1 Standards. **H.Lundbeck:** As a global pharmaceutical company specialised in brain disease, Lundbeck has worked with serialisation of pharmaceuticals for several years. Their angle for achieving serialisation has been to use existing printers etc. as much as possible to keep the cost at a minimum. Visit Lundbeck, and learn how they work with GS1 Standards and have achieved serialisation at a low cost. There will also be an opportunity to see their warehouse and how it is optimised. **Novo Nordisk:** Novo Nordisk markets their pharmaceutical products in more than 180 countries and therefore focuses on serialisation requirements from all over the world. Visit the Novo Nordisk production facility in Hillerød and learn how insulin is produced and put into pens, and distributed to their companies all over the world, using GS1 Standards to be compliant to serialisation requirements. **Xellia Pharmaceuticals:** As a global manufacturer Xellia has focus on serialisation of its pharmaceutical products. In Copenhagen is located a Xellia state-of-the-art manufacturing facility with a brand new production line with a high technology solution for serialisation. Visit Xellia and experience how new technology can handle serialisation by using GS1 Standards. The production line is expected to go live in August 2014. **Frederiksberg Hospital:** This beautiful hospital was constructed in 1903 and is located the Capital of Denmark. Patients who need advanced treatment with medicines are taken care of at the hospital. For 10 years barcode scanning of pharmaceutical products when patients are given medicines has been a part of the patient safety at the hospital. The site visit will give you the opportunity to see how the bedside scanning works and the opportunity to talk to experienced staff of the hospital. **Herlev Hospital & Capital Region Hospital Pharmacy:** Visit the Danish Institute for Medical Simulation at Herlev Hospital and experience a simulation of patient safety processes where GS1 Standards are used. Delivering pharmaceutical drugs for the 11 hospitals in the Capital Region where 10.000 packages of medicine is used every day, The Hospital Pharmacy of the Capital Region of Denmark is the largest Hospital Pharmacy in Denmark. Learn how GS1 Standards are used in the supply chain

	processes at the pharmacy at the same tour.