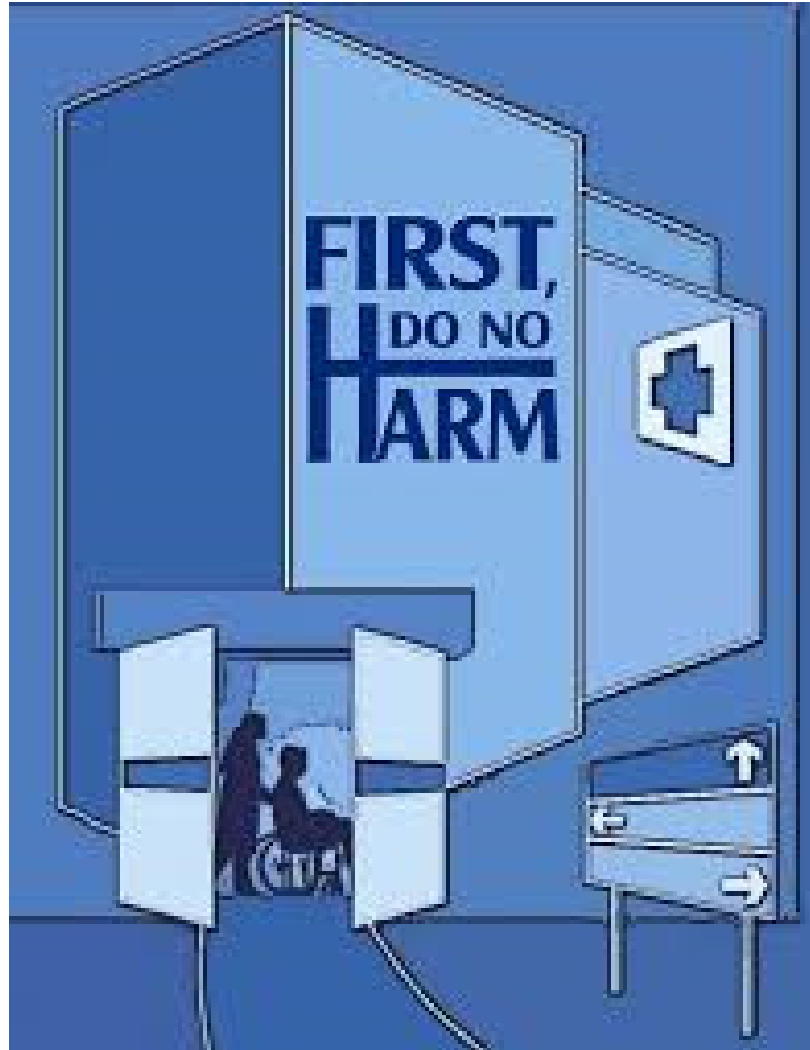




# Key Considerations & Success Factors for a Sustainable Bed-Side Scanning



HEALTHCARE



- Patient Safety: The Case for Medication Bar Coding
- External Drivers
- Real World Experience:
  - Implementation Considerations from the experience of each of the panelist
- Supplier Engagement: Medication Identification through Safe Labeling
- Solution Provider Engagement: Interoperability



## **Enablers for Interoperability, Traceability, & Sustainability: GS1 Standards**





# Panelists

- **John King**

- Healthcare Executive, and prior Chief Administrative Officer, St. Michael's Hospital, Toronto, Canada & Chair, GS1 Canada Healthcare Advisory Council
- Prior Assistant Deputy Minister of Programs with Health & Long Term Care
- Leads and facilitates healthcare study tours to Australia, Italy and the most recognized annual Healthcare Study Tour to Sweden. In June 2014, John was awarded the Order of the Polar Star by the King of Sweden for his leadership in promoting the interest of Sweden world-wide.

- **Dra. Heidi Wimmers, Chief of Pharmacy, Hospital Aleman Buenos Aires**

- Dra.Heidi Wimmers is Chief of Pharmacy, Hospital Aleman, Argentina, and President of the Independent Ethics Committee of the German.
- Active member of the Patient Safety Committee and Director of the Pharmaceutical Residence of the hospital

- **Grant Courtney**

- Strategy and Advocacy Manager at GlaxoSmithKline, is recognised for his extensive experience in product security, coding & serialisation.
- Grant has been an active member of EFPIA for several years advising most recently as a member of the Serialisation and Coding Steering Team, and also the GS1 Global Healthcare Leadership Team, establishing standards for product coding and serialisation.



## #1. What is your state of readiness for implementing medication bar coding?

- A. exploration
- B. set as a priority and needing to develop a proposal
- C. developing proposal stage
- D. proposal submitted and awaiting approval
- E. proposal approved and determining next steps to getting going
- F. implementation stage
  - barriers ?
  - successes?





# Problem

- Critical information about medications, medical devices, and food products being used by healthcare facilities, and clinics, are still mostly entered manually and with proprietary codes resulting in fragmented information. The result:
  - Inaccuracies
  - Lack of visibility and traceability
  - Challenges with standardized, consistent reporting
  - Potential for medical errors





# Solution

**A bottle of water is safer than medications.  
Why?**

**Because it is traceable through the adoption of  
GS1 Standards and Data Integrity Protocols**



One key identifier -the GS1 barcode applied by the manufacturer – avoids relabelling, and facilitates transparency , as well as accurate identification and verification





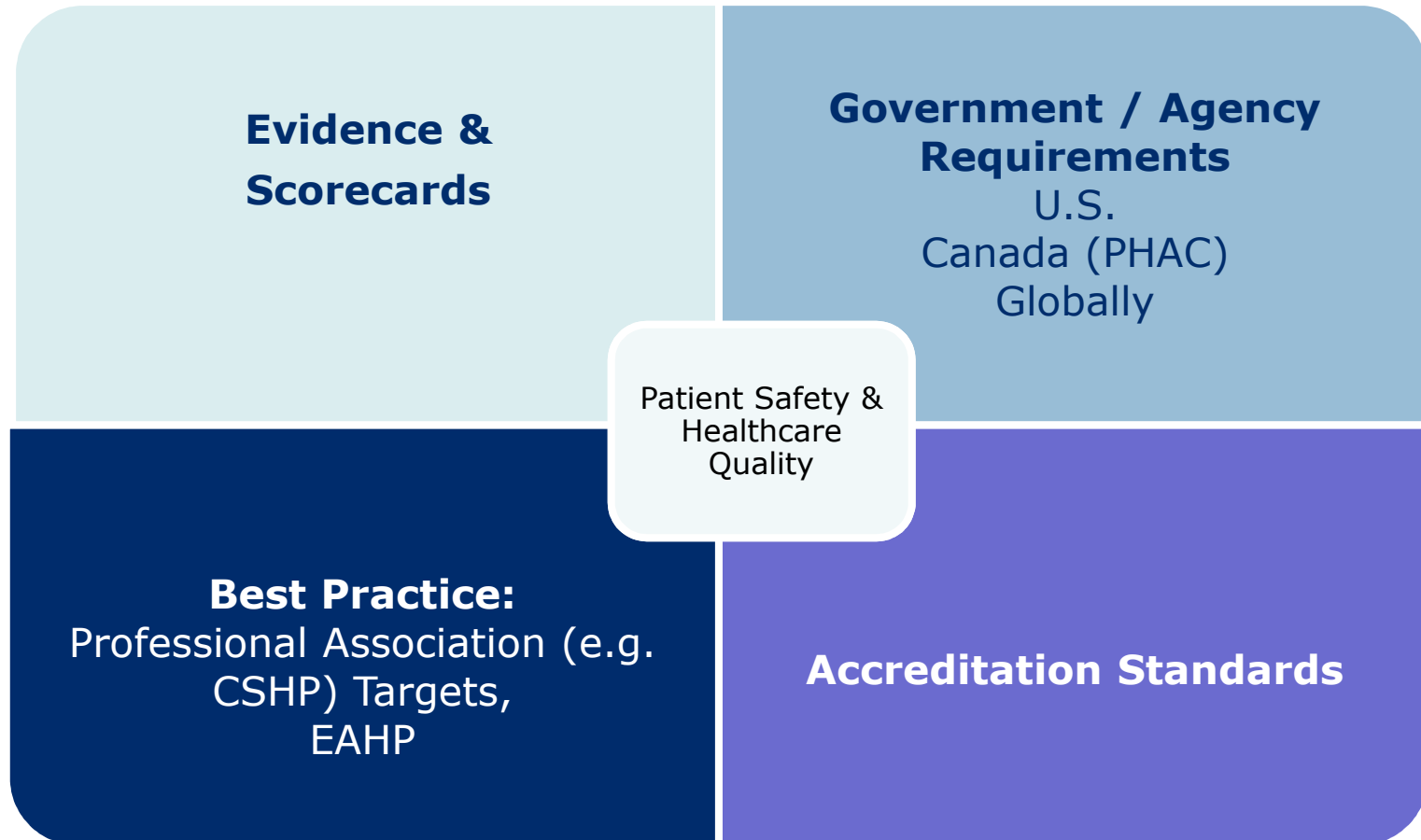
# Drivers for Medication Barcoding

- Global challenges with:
  - counterfeiting,
  - ineffective product recalls,
  - medication shortages,
  - medication errors,
  - lack of inventory controls
- Re-labeling time and effort and potential for medication errors
- Evidence of Effectiveness of Bar Codes for Medication Safety






# Medication Barcoding Drivers for Change



# Look alike / Sound alike



# What's happening today?



The image shows two medicine boxes on a blue background. The top box has a white label with a barcode and the number 71332520. The bottom box has a white label with two barcodes and the number 71332530. Arrows point from the labels to the text on the right.

**Hospital-applied bar code**

**Manufacturer-applied bar code**

**Distributor-applied bar code**

- Multiple bar codes on one package – which one to scan?
- Each re-label introduces risk and cost to the system

**1 single product identifier: GTIN**





***... there is a need for enhancing patient safety related to medication use in hospitals***

*The Canadian Adverse Events Study  
Drs. Ross Baker and Peter Norton, Lead investigators, CMAJ, May/04*







# Barcode Strategy: Design Considerations

Canadian Hospitals that seek to take advantage of the opportunities to prevent medication errors are required to:

1. Establish the executive leadership and priority
2. Establish the Strategy
3. Designate Resources
4. Infrastructure
  - a. Electronic medical record and medication automation
  - b. Re-labelling
5. Capital





**Thank you!**





# Contacts

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