
Scanning at Point of Care – safer care for patients
Copenhagen, October 2014
Tatjana Pathare, Roche





About Roche

- A pioneer in healthcare for nearly **120 years**
- **85 000** employees working in **150** countries
- We invest **9 billion** Swiss francs in R&D every year

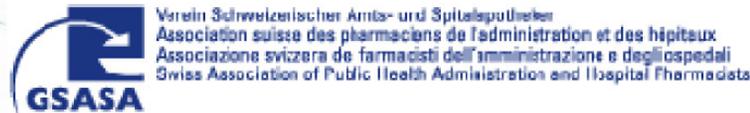
Our strengths include...

- world's largest biotech company
- world's leading provider of cancer treatments for over 50 years
- global market leader of in vitro diagnostics



Joint Recommendation

First published November 2009; updated August 2012



Joint recommendations

For the avoidance of confusion affecting the primary packaging and labelling of liquid pharmaceutical dosage forms

If there is space on the label, the following particulars should be added:

2. Identification codes

The use of standardised machine-readable identification codes on primary and secondary packaging is recommended. It is common practice to use the *Global Trade Item Number* (GTIN, as data structure) in the form of *Data Matrix Bar Codes* (2D, as data medium). The primary and secondary packaging are distinguished by a different GTIN. The Standards Organisation GS1 has published GTIN allocation rules to create global uniformity.⁷



JOINT COLLABORATION with

**Roche Headquarters
(Artworks group)**



GS1 Switzerland

Roche Switzerland



**Roche Headquarters
(Packaging Development)**

Before and after...

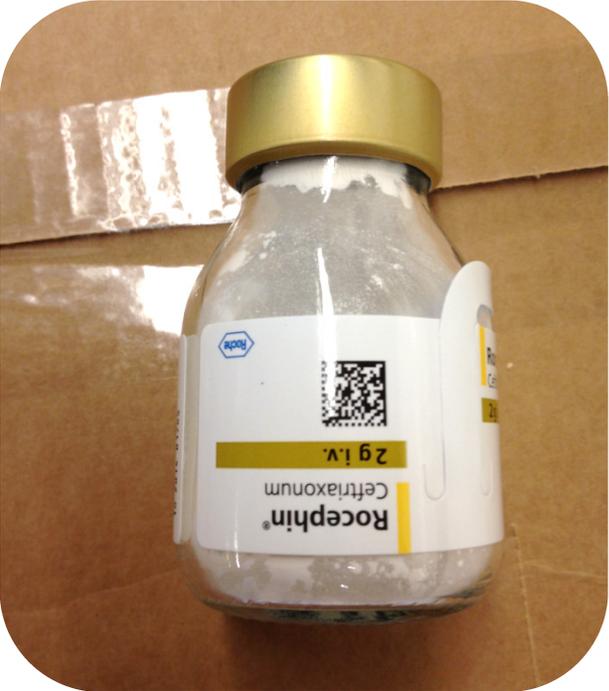
Before



After



Result





Challenges with the size





Doing now what patients need next