



Global GS1 Healthcare Conference

16-18 March 2010
Sofitel São Paulo, Brazil



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Acknowledgements

This conference is hosted by:



The global Healthcare user group would like to thank GS1 Brasil for their support and for hosting this global conference.

We would also like to thank all speakers for sharing their valuable insights and all participants for joining.

Welcome

“Raising the bar on patient safety and supply chain efficiency”

Dear Participant,

On behalf of the global Healthcare user group, it is my great pleasure to welcome you to the 16th Global GS1 Healthcare Conference, the first one ever in Latin America. Three days of information exchange, collaboration, networking and sharing of ideas advancing GS1 Standards in the Healthcare supply chain. Security, traceability and efficiency in healthcare are at the forefront of government regulations and industry concerns around the world. GS1 Healthcare aims for the industry-wide and worldwide implementation of global supply chain standards in healthcare as key enabler for patient safety and efficiency improvements.

The conference promises a truly diverse programme, with more than 20 Brazilian and international experts presenting the latest regulatory and industry developments in healthcare supply chain management, automatic identification, traceability and electronic product catalogues. In particular, we welcome Dr. Raposo, President of ANVISA, who has accepted to open our global conference with a keynote speech.

In addition to the wide variety of presentations, the conference will also provide you the opportunity to leverage a unique neutral and international platform and to network and benchmark with other stakeholders from around the world. The work group sessions will allow you to get a better understanding of existing and developing standards, as well as contribute to the standards development process. Last, but not least, the post-conference site visits on Friday will take you to one of the leading hospitals in São Paulo.

Thank you for participating! We hope you will have an interesting, challenging and educational few days.

Best regards,



Ulrike Kreysa
Director, Healthcare
GS1 Global Office

Agenda

Tuesday, 16 March 2010	
8:30	Opening registration
9:00 – 10:30	OPENING PLENARY SESSION <i>Versailles Ballroom</i>
9:00 – 9:15	Welcome João Carlos de Oliveira, President GS1 Brazil
9:15 – 9:50	OPENING KEYNOTE Securing the Healthcare Supply Chain in Brazil Dr. Dirceu Raposo, President ANVISA, Brazilian National Health Vigilance Agency
9:50 – 10:05	Relevance of the Healthcare Conference in Brazil Sergio Ribinik, CEO GS1 Brazil
10:05 – 10:30	The World of GS1 Standards in Healthcare Chris Adcock, President Healthcare, GS1 Global Office
10:30 – 11:00	Coffee break
11:00 – 12:30	PLENARY SESSION <i>Versailles Ballroom</i>
11:00 – 11:30	Automatic Identification & Data Capture Application Standards <i>Enabling AIDC systems in Healthcare worldwide</i> Grant Hodgkins, Alcon Laboratories Co-Chair of the AIDC Application Standards Work Team
11:30 – 12:00	Global Data Synchronisation & Product Classification in Healthcare <i>Making electronic product catalogues through a single point-of-entry a reality</i> Mike Wallace, Abbott

12:00 – 12:30	Traceability in Healthcare <i>Global standards to achieve end-to-end traceability</i> Frédérique Fremont, CHI Robert Ballanger Hospital, France Co-Chair of the Traceability in Healthcare Work Team
12:30 – 14:00	Lunch <i>Aquarelle/La Bibliotheque</i>
14:00 – 17:10	PLENARY SESSION <i>Versailles Ballroom</i>
14:00 – 17:10	GOVERNMENTAL AND REGULATORY DEVELOPMENTS <i>Security, traceability and efficiency in healthcare are currently at the forefront of government concerns around the world. This session will cover important developments in that area: traceability and authentication, unique device identification, electronic product catalogues, etc. All will have a significant impact on the healthcare sector and its supply chain, and will benefit from global supply chain standards.</i>
14:00 – 14:30	Encouraging Convergence in Regulatory Practices: Global Harmonization Task Force (GHTF) <i>Unambiguous, standardised and harmonised Unique Device Identification (UDI)</i> Jay Crowley, Senior Advisor for Patient Safety, US FDA
14:30 – 15:00	New Medicines Coding System to Help Address the Growing Risk of Counterfeit Medicines <i>Verification of Pharmaceutical Products at the Point-of-Dispense – EFPIA anti-counterfeiting pilot in Sweden</i> Grant Courtney, Serialisation Global Business Lead, GlaxoSmithKline European Federation of Pharmaceutical Industries and Associations (EFPIA)
15:00 – 15:30	Improving Quality of Care and Patient Safety in Chile <i>GS1 Standards enabling product traceability system and better large scale logistics</i> Patricia Echeverria, Western Metropolitan Health Service (SSMOCC)
15:30 – 16:00	Coffee Break

16:00 – 16:40	Data Synchronisation Benefits for eProcurement and Tendering <i>GS1 Standards, the National Product Catalogue and eProcurement</i> Ken Nobbs, , Program Manager – Medical Products, National eHealth Transition Authorities, Australia Supply Chain Reform as Part of the Broader eHealth Agenda in Australia Stephen Johnston, Head of National Infrastructure Services, National eHealth Transition Authorities, Australia
16:40 – 17:10	Implementing a Traceability System for Pharmaceuticals and medical devices in Colombia <i>GS1 Colombia and GS1 Standards supporting the implementation</i> Luis Tapias, Administrative Sales Manager of Pfizer (Formerly Wyeth Consumer Healthcare) Leonel Pava, CABASnet STL development leader, GS1 Colombia

Wednesday, 17 March 2010

9:00 – 10:30	PLENARY SESSION	<i>Versailles Ballroom</i>
9:00 – 10:30	THE HOSPITAL PERSPECTIVE <i>Many leading hospitals worldwide are advancing GS1 Standards to make their supply chain management more secure and efficient.</i>	
9:00 – 9:30	Overview of Automation in Brazilian Hospitals Angela Lopes, ANAHP – Associação Nacional de Hospitais Privados <i>(National Association of Private Hospitals)</i>	
9:30 – 10:00	The Canadian Pharmaceutical Bar Coding Project <i>Widespread utilisation of automated identification technology to add another layer of patient safety to medication-use systems</i> Rob Bell, GS1 Canada	
10:00 – 10:30	Surgical Instruments Marking at the São Paulo University Hospital <i>Implementation of GS1 DataMatrix</i> Joao Francisco Possari, Chief Nursing Officer Operating Rooms, Central Institute of the Clinical Hospital of São Paulo University	
10:30 – 11:00	Coffee break	
11:00 – 12:30	BREAKOUT SESSIONS	
11:00 – 12:30	Introductory track <ul style="list-style-type: none"> - Information session AIDC Application Standards 	<i>Versailles Ballroom</i>
	Advanced track <ul style="list-style-type: none"> - Public Policy Work Group - GSMP Work Group Blood derivatives 	<i>L'Orangerie I</i> <i>L'Orangerie II</i>
12:30 – 13:30	Lunch	<i>Aquarelle/La Bibliotheque</i>

13:30 - 15:30	PLENARY SESSION	<i>Versailles Ballroom</i>
13:30 – 15:00	THE MANUFACTURER AND DISTRIBUTOR PERSPECTIVE <i>Global standards will be vital for manufacturers, wholesalers and distributors to effectively manage the challenges of the future: traceability, serialisation, additional product information, etc.</i>	
13:30 – 14:00	Pharmaceutical Products Traceability System Pilot Project in Brazil <i>ETCO Pilot in collaboration with ANVISA</i> Andre Franco Montoro Filho, President, Brazilian Institute of Ethics in Competition – ETCO	
14:00 – 14:30	Track and Trace pilot in Pfizer Wagner Paiva, Pfizer	
14:30 – 15:00	The Role of Standards in the Healthcare Supply Chain Steve Capel, Director of eBusiness EMEA, Covidien	
15:00 – 15:30	Coffee break	
15:30 – 17:00	BREAKOUT SESSIONS	
15:30 – 17:00	Introductory track <ul style="list-style-type: none"> - Information session Global Data Synchronisation in Healthcare 	<i>Versailles Ballroom</i>
	Advanced track <ul style="list-style-type: none"> - Public Policy Work Group - GSMP Work Group Patient & Caregivers ID 	<i>L’Orangerie I</i> <i>L’Orangerie II</i>
19:00 – 23:00	Networking Dinner “Brazilian Touch Dinner” - Join us for the networking dinner and enjoy the famous Brazilian specialities and entertainment!	<i>Versailles Ballroom</i>

Thursday, 18 March 2010

9:00 – 13:00	PLENARY SESSION	<i>Versailles Ballroom</i>
9:00 – 9:30	Drugs Traceability System at the Albert Einstein Hospital <i>Use of two-dimensional bar codes as a tool for drugs traceability in Albert Einstein Hospital to improve safety in the medication process</i> Nilson Gonçalves Malta, Senior Pharmacist, Albert Einstein Hospital	
9:30 – 10:00	Benefits and Challenges of GS1 DataMatrix Implementation Marcio Valentim, Industrial Engineer, Eurofarma Laboratórios	
10:00-10:30	Traceability Using GS1 DataMatrix on Secondary Packages Eduardo Lopes, Sanofi-Aventis	
10:30 – 11:00	Coffee break	
11:00 – 13:30	BREAKOUT SESSIONS	
11:00 – 12:30	Introductory track <ul style="list-style-type: none"> - Information session Traceability in Healthcare 	<i>Versailles Ballroom</i>
	Advanced track <ul style="list-style-type: none"> - GSMP Work Group AIDC Implementation - GSMP Work Group GLN 	<i>L'Orangerie I</i> <i>L'Orangerie II</i>
12:30 – 13:30	Lunch	<i>Aquarelle/La Bibliotheque</i>
13:30 – 15:30	CLOSING PLENARY SESSION	<i>Versailles Ballroom</i>
13:30 – 14:30	Activities around the world	
14:30 – 15:15	CLOSING KEYNOTE: Bedside Bar Code Technology To Prevent Medication Errors and Save Lives Mark Neuenschwander	
15:15 – 15:30	Closing Remarks GS1 Healthcare Tri-Chairs Mike Wallace, Abbott Grant Hodgkins, Alcon Volker Zeinar, B.Braun	
15:30	Closure of Conference	

Work Groups

AIDC Application Standards Work Group

The Automatic Identification & Data Capture (AIDC) Application Standards work group is **developing global standards for the automatic identification and data capture for Healthcare products at all packaging levels**. The AIDC Application Standards for Healthcare Phase 1 (covering about 90% of Healthcare products) and Small Instruments were ratified in January 2010. A work group is currently finalising the implementation guidelines for these standards. Other work groups of this work stream include: Blood / Plasma Derivatives, Location and Legal Entity ID, Patient and Caregiver ID, Multiple Barcodes, Barcode / EPC Interoperability, Serialization, and Phase 2.

Traceability in Healthcare Work Group

The Traceability in Healthcare work group is **developing a suite of global standards to enable full actionable visibility of all pharmaceuticals and medical devices from point-of-production to point-of-use, which can be used globally**. The Global Traceability Standard for Healthcare (GTSH) Issue 1.0.0 was approved and published in February 2009 and provides a process standard describing the traceability process for all stakeholders. The GTSH Implementation Guide was published in April 2009. A work team is now further developing a suite of Global Standards that enable Traceability in Healthcare (including process standard(s) and technical standards) by 2011.

Healthcare Data Synchronisation & Product Classification Work Group

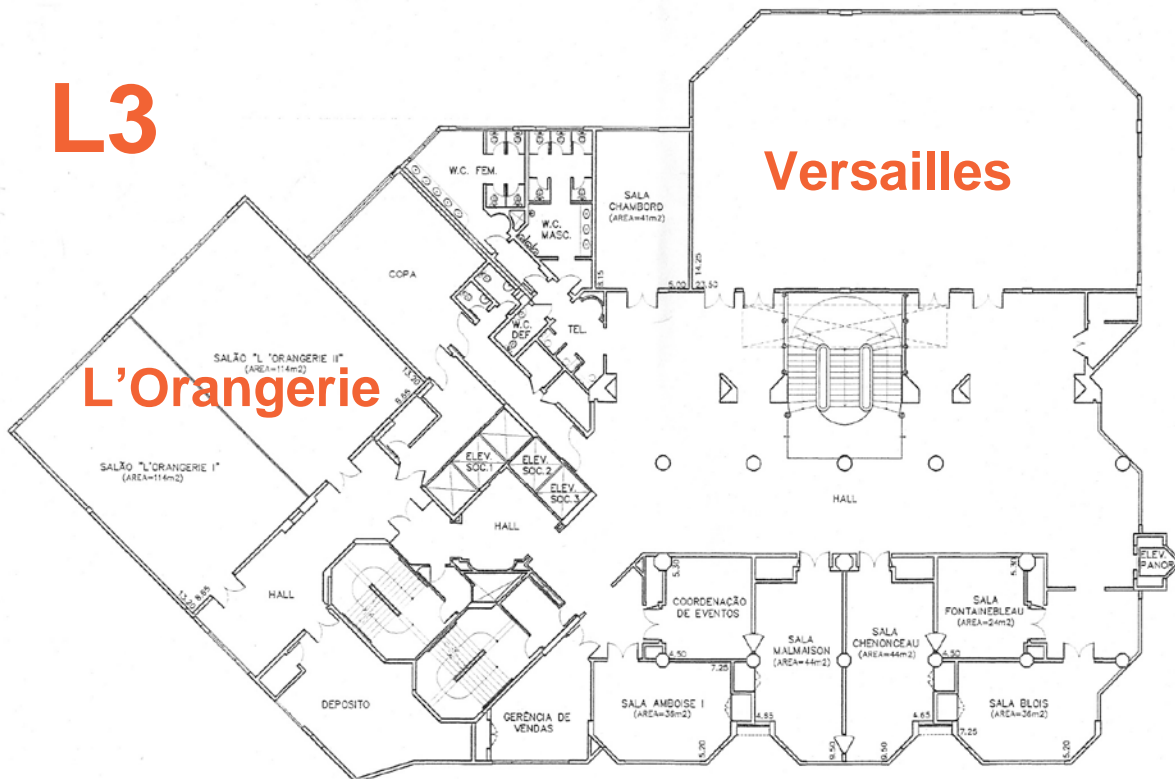
The Healthcare Data Synchronisation work group is **developing a global standard to enable healthcare stakeholders to leverage the GS1 Global Data Synchronisation Network (GDSN)**, ensuring accurate and consistent data exchange between all supply chain partners. A global GDSN Pilot was successfully completed in 2008 showing that the GDSN infrastructure is in place to enable cross-border data synchronisation. A Global GDSN Implementation Initiative was successfully launched in June 2009. The GDSN Extension for Healthcare will be part of the next GDSN release.

Public Policy Work Team

The Public Policy work team provides leadership in the conduct and interaction with global public policy makers / government authorities to influence the movement towards **harmonisation** of product identification requirements in alignment with GS1 Global Standards. The work team also provides a forum for **open exchange of information** between end-user members on global public policy developments, **monitors** the global landscape of laws, regulations, directives, etc., around the topics of healthcare product identification, data synchronisation and traceability, and establishes a **framework and repository** of global regulations and directives related to Healthcare Product identification as a reference for membership.

General Information

- Conference Venue** Sofitel São Paulo
Rua Sena Madureira 1355 Bloco 1
Ibirapuera
São Paulo, Brazil
- Dress Code** Business
- Internet Access** Internet access is NOT available in the conference venue.
The conference hotel Sofitel provides Internet access in the guest rooms.
- Meeting Rooms** Plenary sessions: Versailles Ballroom (L3)
Breakout sessions:
 - Versailles Ballroom (L3)
 - L'Orangerie I (L3)
 - L'Orangerie II (L3)
 Lunch: Aquarelle/La Bibliotheque (L2)
Check the agenda for the exact location of each session.



Planta Pavimento L3

Post-Conference Site Visits

On Friday, 19 March, GS1 Brasil has designed a post-conference tour to three remarkable hospitals in São Paulo.

If you have registered for the post-conference site visit, you will visit the state-of-the-art pharmacy department at one of the following hospitals in São Paulo: Albert Einstein Hospital, Santa Joana Maternity Hospital, or Oswaldo Cruz Hospital.

Check the Registration Desk for your group number.

Group 1-A

8:15 Departure from Sofitel São Paulo
 8:45-10:00 Site visit
 10:30 Return at Sofitel São Paulo

Group 1-B

8:45 Departure from Sofitel São Paulo
 9:15-10:30 Site visit
 11:00 Return at Sofitel São Paulo

Group 1-C

8:30 Departure from Sofitel São Paulo
 9:15-10:30 Site visit
 11:15 Return at Sofitel São Paulo

Group 2-A

10:15 Departure from Sofitel São Paulo
 10:45-12:00 Site visit
 12:30 Return at Sofitel São Paulo

Group 2-B

10:00 Departure from Sofitel São Paulo
 10:30-11:45 Site visit
 12:15 Return at Sofitel São Paulo

Group 2-C

9:40 Departure from Sofitel São Paulo
 10:30-11:45 Site visit
 12:35 Return at Sofitel São Paulo

Group 3-A

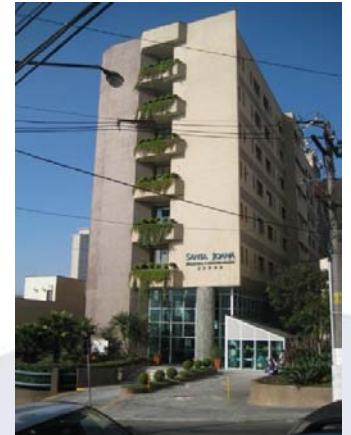
14:15 Departure from GS1 Brasil
 14:45-16:00 Site visit
 16:30 Return at Sofitel São Paulo

Group 3-B

14:15 Departure from GS1 Brasil
 14:45-16:00 Site visit
 16:30 Return at Sofitel São Paulo

Group 3-C

14:00 Departure from GS1 Brasil
 14:45-16:00 Site visit
 16:45 Return at Sofitel São Paulo



Keynote Speakers



Mark NEUENSCHWANDER has earned his reputation as one of US' leading authorities on dispensing and point of administration automation. Whether writing, lecturing or problem solving with a client, Mr. Neuenschwander communicates in terms and concepts that are easy to grasp and apply. His fresh perspective and keen insight stem from having invested thousands of hours in research and in-depth consulting with clients.

In 1993, under the banner of HOSPITAL REPORTS he began publishing the industry acclaimed report entitled FROM THE PHARMACY TO THE NURSE: A review and assessment of automated dispensing technologies.

Mr. Neuenschwander was a leading advocate and activist for promoting federal regulation to require barcodes on all medication packaging. In 2002, he testified before the FDA on proposed regulations related to barcode labelling of medications.

Consulting services have been engaged by hospitals, large and small. Drug companies, drug wholesalers, pharmacy management companies and many automation vendors in the US regularly engage his consulting services. At the same time, he remains independent of and un beholden to these companies.

His blog entitled, "I've been thinking..." is read each month by thousands.



Dr. Dirceu RAPOSO DE MELLO is Chairman of ANVISA, the National Health Surveillance Agency.

Dr. Raposo de Mello was appointed in 2005; he was General Manager of Medicines in ANVISA from 2004 to 2005. Prior to joining ANVISA, he was the Chairman of the Regional Council of Pharmacy of the State of São Paulo from 1998 to 2003. He also served as manager of several laboratories in public and private hospitals. He is an effective member of several companies related to their clinical area of expertise and drugs/medicines.

Dr. Raposo de Mello holds a PhD in Clinical Analysis from the Faculty of Pharmaceutical Sciences UNESP - Araraquara. He is also a Master in Health Sciences, Specialist in Bioethics, Hospital Administration and Clinical Pathology. Pharmaceutical Chemistry, graduated from the Faculty of Pharmaceutical Sciences of USP. Post graduate degree in Clinical and Toxicological Analysis from USP.

Plenary Speakers



Chris ADCOCK is President Healthcare, GS1 Global Office. Mr Adcock has held a series of senior management positions in Europe for The Gillette Company, a global market leader in several consumer product categories. His most recent position was as General Manager of the Nordic Region for The Gillette Company. Mr Adcock's career to date has included extensive experience in international markets, working within Europe, East Africa and the Middle East. Since September 2004 Mr. Adcock has led the global activities of EPCglobal during a period of rapid development and international expansion as companies around the world have worked to take advantage of this exciting and new enabling technology. Mr. Adcock holds a Master of Business Administration degree from Cranfield University in the United Kingdom.



Rob BELL is Director Healthcare at GS1 Canada. He is responsible for managing key industry driven projects with the focus to strengthen patient safety and achieve significant supply chain improvements through the adoption of and adherence to globally recognized supply chain standards within the Canadian healthcare sector. In his previous experience, he led the e-Supply Chain Project, a multi-hospital initiative that resulted in the successful implementation of e-commerce, bar code, inventory management and business intelligence technologies in the healthcare industry. Mr. Bell has provided project management services to the Ontario Ministry of Finance. Prior to consulting, Robert held several management positions at Baxter Corporation where he was responsible for the development and execution of Baxter Canada's eBusiness strategy.



Grant COURTNEY has worked for GlaxoSmithKline for 14 years focusing on product packaging design and supply chain management. Over the past 3 years he has specialised in Serialisation and has recently taken on the post of Global Serialisation Business Lead, accountable for Serialisation and Product Coding strategy for the manufacturing side of the organisation. Grant has been an active member of EFPIA for several years advising on both manufacturing and supply chain related issues; most recently sitting on the Supply Chain Senior Expert group which has supplied technical input into the EFPIA serialisation project. He is Member of the GS1 Healthcare Leadership Team and Co-Chair of the Public Policy Team, and sits on various European Federation of Pharmaceutical Industries and Associations (EFPIA) groups addressing product coding. Prior to joining the pharmaceutical industry he obtained a Business degree at the University Of Hertfordshire Business School.



Jay CROWLEY is Senior Advisor for Patient Safety in FDA's Centre for Devices and Radiological Health. Mr. Crowley is interested in developing new methods and techniques to identify, analyse, and understand problems occurring from medical device use within the healthcare environment. He has been working at FDA for nearly 20 years in a variety of positions.

Mr. Crowley holds degrees in Risk Analysis and Engineering.



Frédérique FREMONT is Organisation Engineer, C.H.I Robert Ballanger Hospital, France. Prior to joining Robert Ballanger Hospital, Mrs. Frémont has worked for more than 10 years in healthcare consulting. She was Senior Manager in Ernst & Young Healthcare department responsible for creating and developing the non medical process optimisation (pharmacy, radiology, laboratory departments, surgery rooms, out-patient clinics,...), supply chain management and information technology development.

Mrs. Frémont graduated from ESSEC in 1990 with a specialisation in supply chain management after working for 10 years at Renault. She is a member of Cologh (Hospital group member of the French Logistic Association) and of GS1 Healthcare France. She is also member of the Global Leadership Team of GS1 Healthcare.



Grant HODGKINS is responsible for development of Global Supply Chain strategy, standards and processes for Alcon Laboratories, Inc. He has held global positions in Quality Assurance, Validation, and Global Supply Chain over his 22 year career with Alcon. Grant is also responsible for global Auto-ID solutions for Alcon including pedigree, barcodes, RFID, brand security and anti-counterfeiting.

In addition, he also represents all healthcare divisions of Nestle S.A. companies as a member of the Nestle RFID Core Team. He is tri-chair of the GS1 Healthcare Leadership Team and co-chair of the GS1 Healthcare Application Standards Work Team. Grant is also a PMP-certified project manager.



Stephen JOHNSTON is Head of National Infrastructure Services at NEHTA (National eHealth Transition Authorities), Australia, responsible for leading the important Health Identifiers and Security Programs.

Mr. Johnston is a Senior ICT Management Executive, with over 25 years experience in the Delivery of IT and Complex Business Services in mission critical environments for Global, Commercial, Government and Educational Organisations.

His previous roles include General Manager of Partnerships and Transformation at BT Openreach, IT Service & Delivery Director at General Dynamics (UK) Ltd and Senior ICT Service & Programme Director for the British Army.

Mr. Johnston was awarded an MBE in the Queen's Birthday Honours List for his contribution to NATO operations.



Angela LOPES is Coordinator of Sector Relationship at ANAHP – Associação Nacional de Hospitais Privados (National Association of Private Hospitals). Prior to joining ANAHP, she was General Coordinator of GAFO – Group of Evaluation and Qualification of Suppliers, 2009/2010. Mrs. Lopes is a professional with broad experience, mainly focused on the hospital field and pharmaceutical industry. She graduated from Oswaldo Cruz University as Hospital Pharmacologist and also holds a Master degree in Marketing and Publicity from ESPM (School of Advertising and Marketing).



Eduardo Almeida LOPES is currently Development Manager of Industrial Products at Sanofi-Aventis. Experienced since 1986 in Pharmaceutical Industries in the areas of Technology, Production, Quality Assurance, Project and Product Development. Mr. Lopes is Pharmacist and holds an MBA in Management of Technology and Innovation.



Nilson Gonçalves MALTA is Senior Pharmacist at Albert Einstein Hospital. He focuses on information and automation projects in logistics and assistential processes. Mr. Malta holds a degree in Pharmaceutical Sciences from São Paulo University (USP) and a postgraduate degree in Hospital Administration and Health System from São Paulo School of Business Administration of Federal University Getulio Vargas (FGV).



André Franco MONTORO FILHO is Chairman of the Brazilian Institute of Ethical Competition - ETCO, a non-profit organization that congregates non-government and entrepreneurial that aims to establish ethical parameters for competition. Mr. Montoro is Ph.D. in Economics from Yale University (USA), is full professor of the Economics and Administration College of the University of São Paulo (Brazil). He was Secretary of Economy and Planning of the State of São Paulo and President of the National Economic and Social Development (BNDES) from 1985 to 1988.



Ken NOBBS has been with the Australian National E-Health Transition Authority (NEHTA) since August 2005 as the Project Lead for the Supply Chain initiative, one of twelve initiatives around e-health being delivered by NEHTA. Mr. Nobbs was previously with Deloitte as a management consultant for 4 years, managing a team to deliver the Recommendations for National IM&ICT Enablers in the Health Sector Supply Chain report for NEHTA in December 2004. He has broad health experience spanning over 10 years working within the pharmaceutical and medical device industry. Mr. Nobbs has a Bachelor of Business in Applied Economics, a Master of Business Administration and a Graduate Certificate in Health Economics.



João Carlos de OLIVEIRA is President of GS1 Brasil. Since 2007, he has been the Chairman of the Brazilian Association of Supermarkets-ABRAS. From 1992 to 2007 he was the Vice President of the Federation of Commercial and Business Associations of Rio Grande do Sul. He was President of the Gaucho Association of Supermarkets -AGAS- from 1994 to 2002 and also President of the Brazilian Association of Supermarkets-ABRAS from 2003 to 2006. Since October 2009, he has been President the Presidency of the Latin American Association of Supermarkets. He is also a member of the JOSAPAR group founded in 1922, acting in the real estate, industrial, agribusiness and retail.

Mr. De Oliveira has graduated in Business Administration from PUC - RS and post-graduated in Business Planning from Faculty Porto Alegre.



Wagner PAIVA is Engineering Manager at Pfizer and is responsible for Engineering operations at the Guarulhos plant. He has worked for Pfizer for over 13 years. He has more than 24 years of experience in different technical areas in Project Management, Utilities and Maintenance operations Management, and in different industries, including Petrochemical, Chemical and Pharmaceutical companies.

Mr. Paiva holds a degree in Electronic Engineering and a Master degree in Business Administration; he is also a 6–Sigma certified Green Belt.



Leonel PAVA is eCom Consultant for GS1 Colombia. He has over nine years of experience, of which seven at GS1 Colombia. He has worked on projects based on collaboration and connectivity of companies all over Colombia, including: development and implementation of CABASnet (GDSN-certified DataPool) at 10 Colombian Retailers and supporting 8 other countries; participation in projects on GS1 identification and data quality at companies like Procter & Gamble, BIOFILM, GR CHIA among other, and leading local work groups on eCommerce and Traceability in the Healthcare sector. He is also a lecturer in topics like Data Synchronization, eCommerce, GS1 Standard Identification and Implementation Traceability Strategy.

Mr. Pava holds a degree in Business Administration.



Mr. João POSSARI is Technical Chief Nursing Officer at Central Institute of the Clinical Hospital of São Paulo University (FMUSP). Starting as an Assistant Nurse soon he became Chief Nursing Officer (CNO) at the intensive care unit of this Institution. In 1982, Mr. Possari was named Chief Nursing Officer (CNO) of Operating rooms. Since 1998, he has worked as a CNO in different areas of the hospital, among others in Emergency room. From 2001 to 2009, he took various positions in the Executive Committee of the Brazilian Nurses Society (SOBECC). In the academic field, Mr. Possari gives lectures in Postgraduate Courses at Bandeirantes University since 2003.

Mr. Possari has graduated from Nursing School São José in 1981. He has successfully completed specializations in Hospital Administration and Intensive Care, and obtained a Master degree at Nursing School of São Paulo University and is currently finishing his dissertation there.



Sergio RIBINIK is CEO of GS1 Brasil. He is a member of the GS1 Advisory Council, of the EPC Global Board of Governors and of the GS1 Management Board. Sergio has dedicated a lot of efforts in order to develop a first class Member Organization in Brazil and to contribute to the development of the supply and demand chains for its 55,000 members. Several segments of the Brazilian community participate of GS1 Brasil users group, together with the main industry associations and Universities. With an extensive experience in leading major national and multinational companies, Sergio has started his professional career in GE, where he worked for 20 years, achieving the Division's General Manager Position. Mr. Ribinik has graduated in Electric Engineering and received an MBA.



Luis TAPIAS is Administrative Sales Manager of Pfizer (Formerly Wyeth Consumer Healthcare) and focuses on areas like logistics, finance, and sales. He is also the President of the Logistic Committee of the Pharmaceutical Industry Association. Mr. Tapias has over 25 years experience in Healthcare. He was nominated for several awards, including 'The Best Customer Service of Colombian Industry 2007', 'Employee of the Year 2006' from Wyeth Consumer Healthcare (WCH), Andina Area Nomination for the 2005 LOGyCA Excellence Logistics Award, and Member of the team winning the 2002 LOGyCA Excellence Logistics Award.

Mr. Tapias holds a degree in Architecture and has specialised in Logistics Management.



Marcio VALENTIM is responsible for the identification and drugs traceability process at Eurofarma Laboratórios. Mr. Valentim is Industrial Engineer.



John Michael (Mike) WALLACE is Director, Global Standards & Serialization at Abbott Laboratories. Mr. Wallace's role is to implement the adoption of global product and customer identification standards, as well as to develop a global approach to serialization for Abbott. This will allow the corporation to cost effectively meet the growing and evolving customer and regulatory requirements. Mr. Wallace is also chair of the Abbott Laboratories RFID working group. For the past eight years, he has consulted with a cross section of groups across Abbott and the supply chain for healthcare and consumer packaged goods to prepare to implement these emerging standards and technologies. He has been with Abbott Laboratories since 1987. Prior to 1987 he spent nine years with Eli Lilly in a variety of assignments.

Mr. Wallace is tri-chair of the global GS1 Healthcare user group.

Mr. Wallace received his BA in Biochemistry in 1977 and an MS in Chemical Engineering in 1978, both from the University of Virginia.

List of Participants

The Global GS1 Healthcare Conference provides a neutral platform for all healthcare supply chain stakeholders to physically meet, exchange ideas, and advance development and adoption of global standards.

Participants include representatives from manufacturers, distributors, healthcare providers, group purchasing organisations, logistics providers, governmental bodies and regulators, associations, solution providers and educational institutes.

Participants also include GS1 Member Organisations from around the world representing their local healthcare communities.

We are happy to welcome about 200 participants from more than 20 countries. Thank you for participating!

First name	Last name	Company / Organisation
Mario	Abitbol	GS1 Argentina
Marivan	Abrahão	HL7 Brazil Institute
Aline de Fátima	Abreu Trindade	Hospital Bandeirantes
Chris	Adcock	GS1 Global Office
Jorge	Aguilar	ABAFARMA
Ernesto	Almeida Filho	Hospital e Maternidade Santa Joana
Eduardo	Almeida Lopes	Sanofi-aventis Farmacêutica Ltda
Rodrigo	Alvarez	ACTIVE Sistemas
Peter	Alvarez	GS1 Global Office
Carlos	Alvarez	GS1 Guatemala
Cleber	Alves	Senado Federal
Maurício	Amato	Hospital São Paulo
Gabor	Amon	Hospital Santa Helena - Santo André
Breno	Amorim	Hospital Santa Joana
Juliana	Anghietti Lucas	Hospital São Paulo
Alessandra	Assui	Boehringer Ingelheim do Brasil
Juliana	Barbosa	DHL
Sergio	Barreto	ABRAFARMA
Carlos	Barreto	Pfizer
Rob	Bell	GS1 Canada
Elizabeth	Bennett	Abbott
Liliana	Bersan	Pfizer Itapevi
Charles	Biss	GS1 Global Office
Luzeni	Borges	Hospital Sirio Libanês
Eurigenes	Borges de Araujo	Fundação para o Remédio Popular
Carlos	Borriero	Siemens IT Solution and Services
Douglas	Brandt	Abbott Laboratories
Evelin	Bressanin	Hospital e Maternidade Brasil
Jair	Calixto	Sindusfarma
Rubén	Calonico	GS1 Argentina

First name	Last name	Company / Organisation
Paulo	Camossa	Schering do Brasil Quim. Farm. Ltda
Steven	Capel	Covidien
Monica	Caracillo	ACSC-Pedreira Hospital
Débora	Carvalho	Hospital Sírio-Libanês
Carla	Castanha	Hospital São Paulo
Frederico Bellini	Coelho	GS1 Brasil
Roberto	Coimbra	Hospital Santa Joana
William	Cooley	Boston Scientific
Flavia	Costa	GS1 Brasil
Wanderlei Saraiva	Costa	GS1 BRASIL
Lilia	Costa	Merck S.A.
Grant	Courtney	GlaxoSmithKline
Jay	Crowley	FDA
Marcelo	Cruz	Baxter Hospitalar
Emilio	De Cesare	Genzyme
Enrico	De Vettori	Deloitte
Marcelo	Decanio de Oliveira	Boehringer Ingelheim do Brasil
Guido	Dellagnelo	Gtt
Jan	Denecker	GS1 Global Office
Gabriel	Dubost	Laboratórios B.Braun S.A
Patricia	Echeverría	Servicio de Salud Metropolitano Occidente
Elmer	Espina	GS1 Guatemala
Wildo	Espínola	GS1 Paraguay
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Adelita	Gouveia	Pfizer
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Alessandra	Gurgel	Hospital Alemão Oswaldo Cruz
Clemens	Haas	Fresenius Kabi Deutschland GmbH
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Erlly	Lobo	MSD
Maurício	Longo	Novo Nordisk
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Roberto	Matsubayashi	GS1 Brasil
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Ana	Melo	Hospital Alianca S.A.
Ana	Melo	Hospital Nossa Sra. Lourdes
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Sergio	Ribinik	GS1 Brasil
Christian	Riediger	Bayer Schering Pharma Berlin
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