



Status Report Work Team 'Membership / Build Community'

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Volker Zeinar (HUG Co-chair)

The global language of business

www.gs1.org



Team leader, objective and scope

team leader

- Volker Zeinar (freelancer at B. Braun, Germany) – Coord. Auto-ID Affairs
- Jim Willmott (Smiths Medical, UK) – Group Labelling Manager

objective

“organize enlargement to progressively include other healthcare supply chain stakeholders”

- HUG couldn't be only an exclusive ,manufacturers club‘

scope

“identify and prioritise groups of supply chain stakeholders”

- which groups / what could they contribute / when is the right time / ... ?

“prepare / organize co-operations with similar initiatives”

- focused on global / regional / local markets



Supply Chain Stakeholders

GS 1: organization + support

balance : AM / EU / AP

**manufact.
(re-packer)**

- pharmac.
- med. dev.

1

**regulatory/
legal
bodies**

- FDA, EU Com., NHS
- Health Ministry,...

2

users

- hospitals,
- pharmacies,
- distributors,
- wholesaler, ...

maybe represented
by associations (HIDA,
EFPIA, EGA, ...)

3

**purchase/
lobbying**

- GPO's
- national
purch. org.,
- associations
Eucomed, Medec
AdvaMed, ...

4

**solution
providers**

e. g. SAP, AIM, ...

5

development
realization

requirements
verification
promotion

requirements
application

strategy
distribution +
promotion

support



HUG Enlargement Process



Quality is more important than quantity !



prerequisites

- global position
- agreement of their management for engagement
- business process orientated experts
- familiar with GS1-Standards (at least have an overview)

expectations

- represent strategy, opinion and experience of their company
 - product-ID + e-commerce in supply chain
- promotion of developed global standards throughout their organisation
- active involvement and participation



Importance of an 'active involvement'

'active' means:

- **attend the global meetings**
- **participate in discussions**
 - represent your companies opinion
- **engagement at least in one HUG work team**
- **example: reply to questionnaires in adequate time**
 - current labelling situation, collecting information for baselines, ...

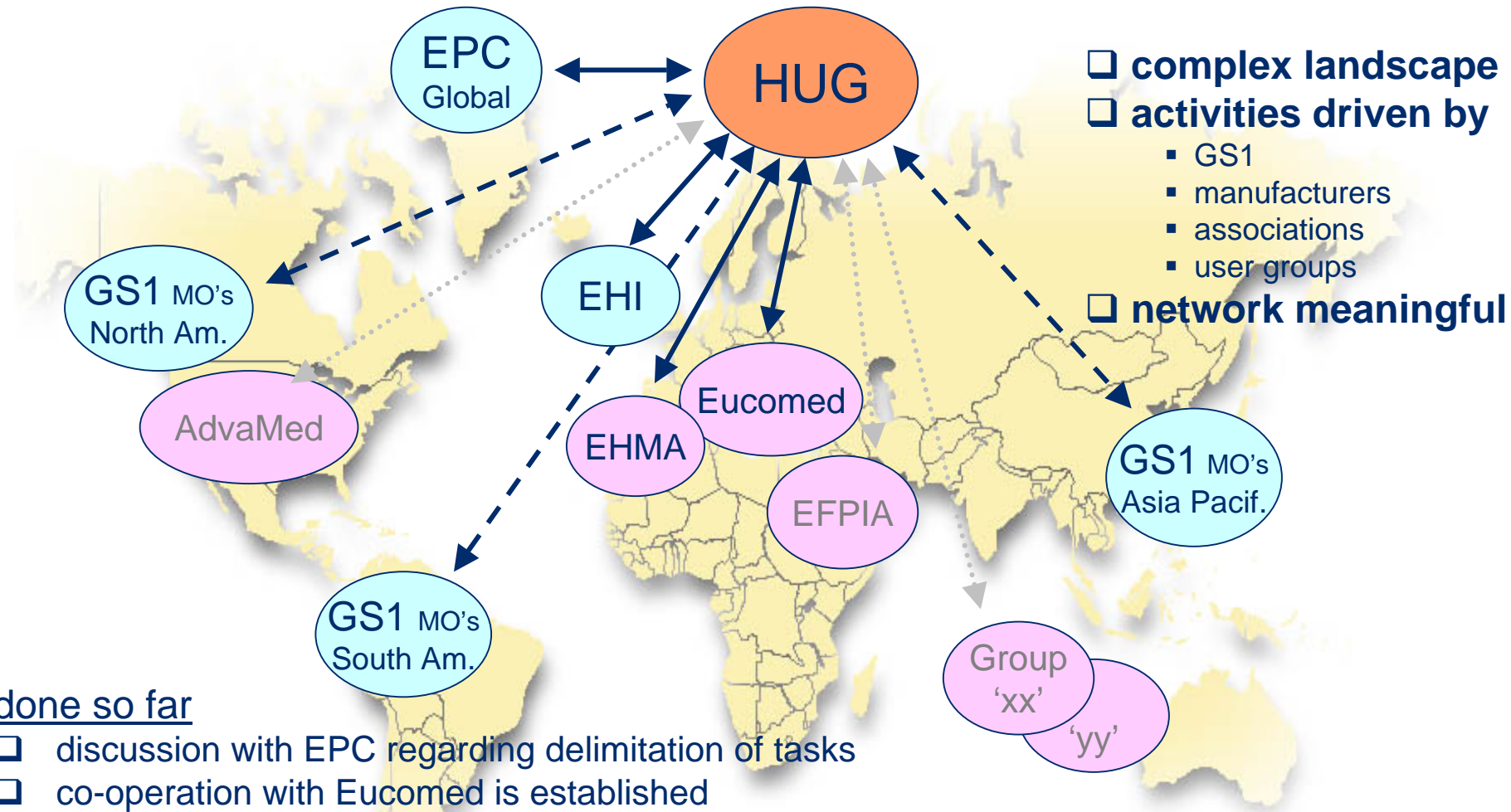
KEY SUCCESS FACTORS

- all members should contribute to the results of the work !
 - not just profit without contributing
 - it's a question of fairness
- interact to each other openly!
 - sharing information + expertise
- teamwork!!!
 - collective action guarantees success





Co-operation with similar initiatives (extract)



done so far

- discussion with EPC regarding delimitation of tasks
- co-operation with Eucomed is established
- close co-operation with EHI organized
- co-operation with EHMA arranged
- lines of communication to GS1 MO's activated

Example : HUG and EHI (European Health Initiative)

**permanent
information sharing**

- global strategy, activities
- experiences from pilots
- crosspoint = GS1 GO

HUG

close co-operation!!!

EHI

Europ. GS1-MO's

Responsibility :

- development of global guidelines**

Responsibility:

- implementation of global guidelines**
 - supplements if necessary
 - regional point of view
- prepare / execute / monitor pilot projects**

**Result of co-operation → excellent competence center!!!
'bundled know-how and power for optimizations'**



Thank you for your attention !

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