



Welcome to the HUG Conference in Berlin



# GS1 Germany – our profile

- founded 1974 under the name „Centrale für Coorganisation“ (CCG)
- 110 Employees in Cologne
- shareholders are Markenverband (german brand association) and EHI Retail Institute
- 2007 we celebrate „30 years Barcode“
- since many years we focus on industries besides FMCG like textile, beverages, do-it-yourself and pharma/healthcare



# GS1 Germany – the brand architecture



## GDSN via the SINFOS Data Pool Activities



# Usage of Standards in Germany

<p><b>Global Location Number</b></p>	<p><b>EANCOM®</b></p>	<p><b>WebEDI</b></p>	<p><b>SINFOS Masterdata GDSN</b></p>	<p><b>SINFOS Masterdata GDSN</b></p>	<p><b>EPCglobal</b></p>
<p><b>Item and Location Identification</b></p>	<p><b>Messages for Electronic Data Interchange between Retail/Industry</b></p>	<p><b>Web based Electronic Data Interchange</b></p>			
<p><b>127.000 User</b></p>	<p><b>7.500 User</b></p>	<p><b>3.500 User</b></p>	<p><b>2.000 User</b></p>	<p><b>800 User (outside Germany)</b></p>	<p><b>80 User (full members)</b></p>

# Collaboration saves costs and lives

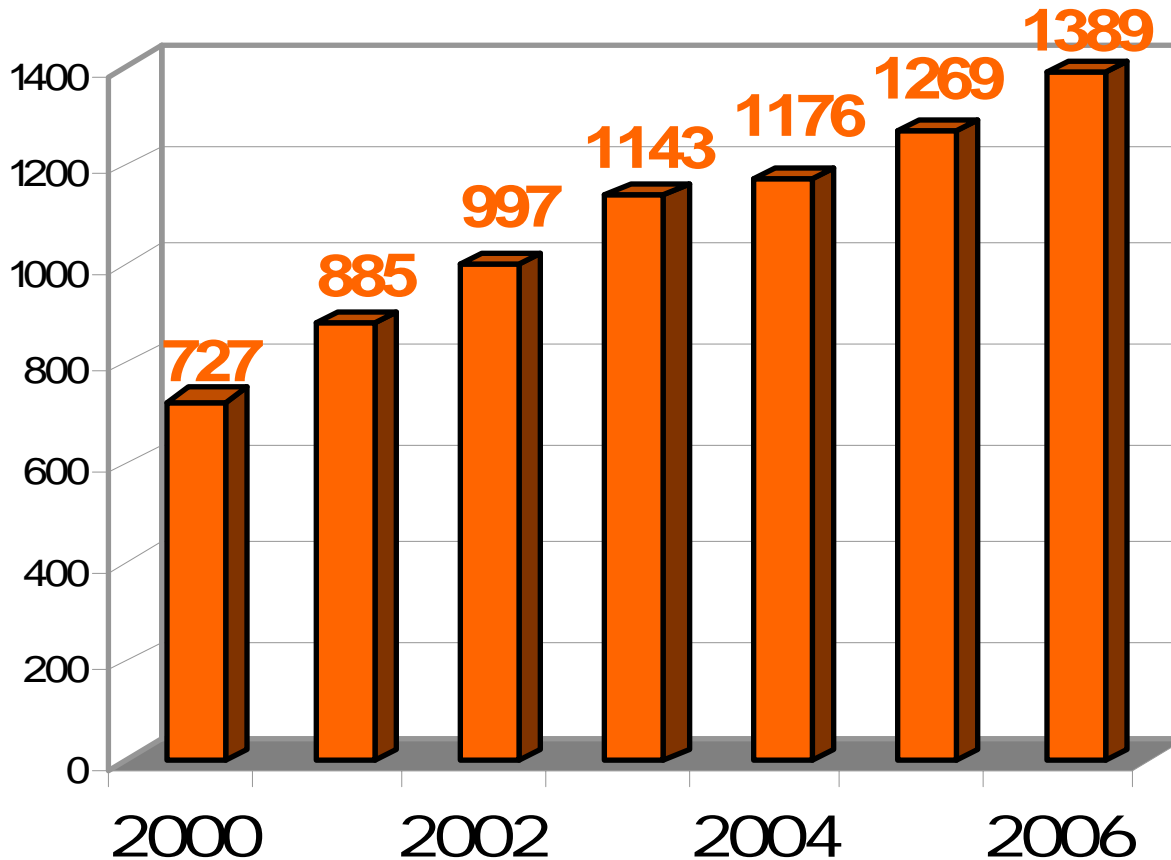
- GS1 Germany has started its activities in Healthcare in the early 90's
- Different working groups in the past 15 years:
  - **EANCOM in Healthcare**
    - Development of an implementation guideline for EANCOM messages and their use in healthcare
  - **Logistics in Healthcare**
    - Development of an implementation guideline for the EAN 128 transport label and the corresponding EANCOM messages like IFTMIN, IFTSTA, etc.
  - **eBusiness in Hospitals**
    - Implementation of EANCOM in hospitals and cost / benefit analysis

→ **Cost savings up to 45 % p.a.!**

- **Scanning systems in Hospitals**
  - Implementation of Scanning systems in hospitals based on GS1 bar codes and cost / benefit analysis

→ **First interim results:  
time saving of 320 hrs p.a. (without EDI!)**

## Members of GS1 Germany in Healthcare – a strong increase in the last six years

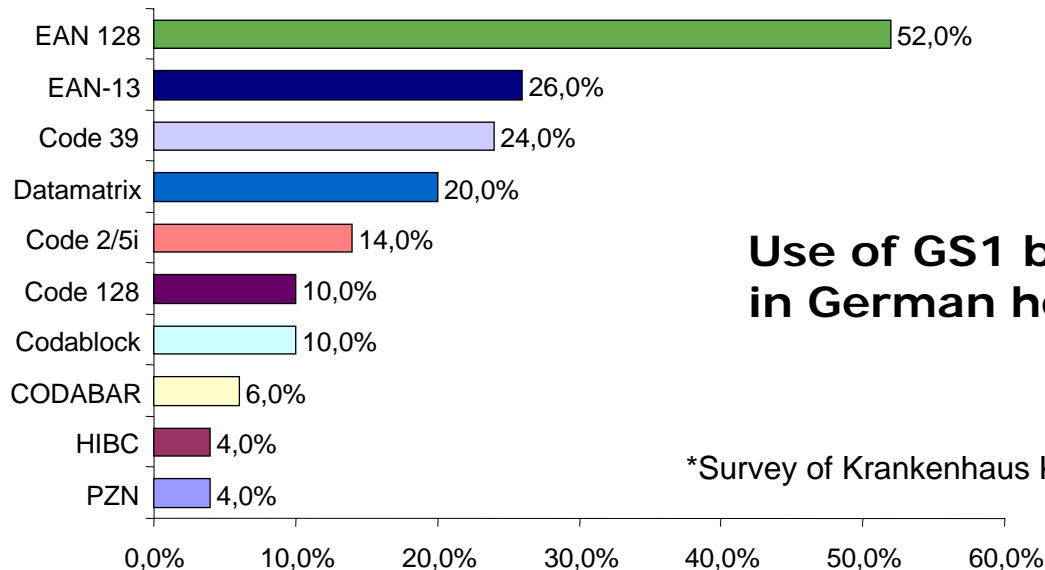


# GS1 Germany is covering all areas of healthcare

- 3M Medica
- Aesculap
- Alcon Pharma
- ANZAG
- Asklepios Klinikum Hamburg
- Bauerfeind
- B. Braun
- Bayer
- Biotronik
- BSN medical
- CLS Behring
- Coloplast
- Dispomed Witt
- Eppendorf
- EKK
- Fresenius
- GlaxoSmithKline
- Heraeus Medical
- KfH Kuratorium für Dialyse u. Nierentransplantation
- Kliniken der Stadt Köln
- Klinikum der J.-Liebig-Universität Gießen
- Kohlpharma
- Lohmann & Rauscher
- Merck
- Meyra
- Paul Hartmann
- Rhön-Klinikum
- Roche Diagnostics
- Sana
- Sarstedt
- Smiths Medical
- Synthes
- Tyco Healthcare
- Universitätsklinikum Aachen
- Universitätsklinikum Freiburg
- Uromed
- Wyeth Pharma
- ...

# GS1 Standards in German Healthcare industry

- The following standards of the GS1 product portfolio are mainly used in the German healthcare sector:
  - GLN for identification in electronic processes
  - GTIN for unique product identification
  - EAN 128 for codification of batch numbers and expiry dates
  - EANCOM for electronic data exchange (EDI)



## Use of GS1 bar codes in German healthcare industry\*

\*Survey of Krankenhaus Kommunikations Centrum, 2003



## Key projects of GS1 Germany in Healthcare in 2007

- Push and promote the harmonization of national identification systems with the GS1 standards (e.g. PZN in Germany)
- Focus on implementing an RSS and Data Matrix pilot project with an OTC manufacturer and a retailer
- Category Management in pharmacies
- Complete the implementation of scanning systems in two pilot hospitals and publish a cost benefit analysis
- Driving the adoption of EPC/RFID



Establish a German Healthcare  
User Group Local Interest Team (HUGLIT)

# GS1 Germany as part of the international healthcare network



# The HUG Conference at Berlin

- Berlin is Germany's boom city
- Berlin has a tradition in the healthcare industry
- What is a „Currywurstbudenquartett“?
- Enjoy your time with an interesting programm besides the conference
- Many thanks to the sponsor B. Braun!

