Global
GS1 Healthcare Conference

6-8 April 2011
Washington DC Metro Area, USA

Table of Contents

Acknowledgements

This conference is hosted by:

GS1
US

The global Healthcare user group would like to thank GS1 US 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.

Week at a Glance

Monday 4 April 2011	Tuesday 5 April 2011	Wednesday 6 April 2011	Thursday 7 April 2011	Friday 8 April 2011
GS1 Healthcare US Workgroup Forum		**19th Global GS1 Healthcare Conference**		
Workgroup Sessions	Workgroup Sessions	UDI Plenary	Pharma Plenary	A look at the world
		Pharma Plenary	UDI Plenary	Closing Plenary
Workgroup Sessions	Workgroup Sessions	Market Place / Ask the experts	Market Place / Ask the experts	
		UDI Break out / Pharma Break out	UDI Break out / Pharma Break out	

GS1 Healthcare – Improving patient safety worldwide

Welcome

"Where UDI Meets Pharma Security"
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 19th Global GS1 Healthcare Conference in Bethesda, Maryland. Three days of information exchange, collaboration, networking and sharing of ideas advancing GS1 Standards in the healthcare supply chain.

"Where UDI Meets Pharma Security" - this conference will focus on two vital developments - Unique Device Identification (UDI) and pharma security - and promises a truly intense programme, with more than 20 international experts presenting the latest regulatory and industry developments. In addition to the wide variety of plenary presentations, the interactive breakout sessions will allow you to discuss the implementation of global standards in the healthcare supply chain with other experts.

The conference will provide you the opportunity to leverage a unique neutral and international forum and to network and benchmark with other stakeholders from around the world. We are also 'premiering' the Standards Showcase - GS1 in Action, which allows you to meet experts from solution providers and discuss standards-based solutions to meet your challenges of today and tomorrow.

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

Best regards,

Ulrike Kreysa
Vice President, Healthcare
GS1 Global Office

Agenda

Wednesday, 6 April 2011	
8:30	Opening Registration
9:00 – 10:45	OPENING PLENARY SESSION *Salon D* A Global Unique Device Identification System – A Win-Win Situation for all Stakeholders
9:00 – 9:10	**Welcome & Opening** Ulrike Kreysa, Vice President Healthcare, GS1 Global Office
9:10 – 9:30	**Medical Devices: Unambiguous, Standardised and Harmonised Unique Device Identification (UDI)** *Update on FDA and global activities: FDA Amendments Act of 2007 and the UDI Ad Hoc Working Group of the Global Harmonization Task Force (GHTF)* Jay Crowley, Senior Advisor for Patient Safety, US FDA
9:30 – 9:50	**UDI – The European Perspective** *Update on the European Commission activities – Recast of the Medical Devices Directives* Rodolphe Muñoz, DG Enterprise & Industry, European Commission
9:50 – 10:10	**TİTUBB & its Role in the Turkish Healthcare Sector** *Creating a common language: Developing the Turkish National Medical Devices Database* Doruk Goksin, Project Manager of the National Data Bank (TİTUBB) Project in Turkey
10:10 – 10:45	**Power Panel Discussion** *How to prepare for UDI regulations worldwide* - Jay Crowley, Senior Advisor for Patient Safety, US FDA - Rodolphe Muñoz, DG Enterprise & Industry, European Commission - Volker Zeinar, Global Coordination Auto-ID Affairs, B.Braun - Jean Sargent, Director, Supply Chain, USC Health Sciences

U D I

Time	Session	
10:45 – 11:15	Coffee Break GS1 Standards in Action Showcase – Meet the experts	*Foyer*
11:15 – 12:30	**PLENARY SESSION** Medication Safety at the Point of Care	*Salon D*
11:15 – 11:25	**GS1 Healthcare US – Help Shape the Future of the U.S. Healthcare Industry** Bob Carpenter, CEO GS1 US	
11:15 – 11:40	**Chasing Zero – Winning the War on Healthcare Harm (VIDEO)** *Advancing patient safety: available tools- Barcoding End-to-End Solutions: From Pharmacy to Bedside* Dr. Charles Denham, Founder and Chairman of the Texas Medical Institute of Technology (TMIT) including the Dennis Quaid Foundation	**P H A R M A**
11:40 – 12:05	**Effect of Bar Coding Technology on the Safety of Medication Administration** *How strong is the evidence? The Brigham and Women's Hospital case study* William Churchill, Chief of Service, Department of Pharmacy, Brigham and Women's Hospital	
12:05 – 12:30	**Canadian Pharmaceutical Bar Coding Project** *Bar Coding for Improved Medication Safety: Moving Forward in Canada - A National Collaborative Effort* Ian Sheppard, ISMP Canada, National Project Leader, Canadian Pharmaceutical Bar Code Project and Medication Safety Pharmacist, Children's and Women's Health Centre of B.C.	
12:30 – 13:45	Lunch	*White Oak*
13:30 – 15:45	GS1 Standards in Action Showcase – Meet the experts	*Foyer*
13:45 – 15:15	ASK THE EXPERTS – Concurrent Breakout Sessions	
13:45 – 14:25	- **Ask the bar code QA expert** – *How to manage bar code quality assurance* Chris Tucker, Director, Bar Code Resource Office, VHA Office of Health Information *Salon C* - **Ask the Discovery Services expert** - *How to meet Event Based ePedigree requirements* Kerry Angelo, GS1 Global Office *Forest Glen* - **Ask the DataMatrix expert** – *When and how to implement DataMatrix* Chuck Biss, GS1 Global Office *Glen Echo*	

14:35 – 15:15	- **Ask the bar code QA expert** - **Ask the Discovery Services expert** - **Ask the DataMatrix expert**	*Salon C* *Forest Glen* *Glen Echo*
15:15 – 15:45	Coffee break *Foyer* GS1 Standards in Action Showcase – Meet the experts	
15:45 – 17:15	ROUNDTABLE DISCUSSION GROUPS - Concurrent Sessions	
15:45 – 17:15	**Group 1: UDI Code** *Salon C* - *How to create and maintain a UDI code* - *Which automatic identification technologies to consider* - *How to implement UDI based on risk* Chair: Steve Capel, Director eBusiness EMEA, Covidien Speakers: - Jay Crowley, Senior Advisor for Patient Safety, US FDA - Grant Hodgkins, Global Supply Chain, Alcon Labs. - Rosalind Parkinson, Administrative Director, Material Systems, The Ohio State University Medical Center	U D I
15:45 – 17:15	**Group 2: Pharma @ Point-of-Care** *Forest Glen* - *How automatic identification and verification systems will reduce medication errors* - *How global standards enable point-of-care solutions* Chair: Christian Hay, GS1 Global Office Speakers: - William Churchill, Chief of Service, Department of Pharmacy, Brigham and Women's Hospital - Ian Sheppard, BC Women's and Children's Hospital, Canada - Tim Marsh, Senior Manager, Global Package Technology, Pfizer Inc.	P H A R M A

Thursday, 7 April 2011

9:00 – 10:30	**PLENARY SESSION** *Salon D* Anti-Counterfeiting Strategies: Serialisation, Authentication and Traceability	
9:00 – 9:25	**Securing the Pharma Supply Chain: FDA's Vision** *Counterfeit drugs and the role of the FDA -* *Update on FDA's track and trace efforts* Connie Jung, U.S. Food & Drug Administration	P H A R M A
9:25 – 9:45	**Securing the Pharma Supply Chain: EFPIA's Vision** *Verification of Pharmaceutical Products at the Point of Dispense* Grant Courtney, Serialisation Global Business Lead, GlaxoSmithKline European Federation of Pharmaceutical Industries and Associations (EFPIA)	
9:45 – 10:05	**Traceability and Serialisation – Responding as a Pharmaceutical Manufacturer to the Challenges** *Assessing the changing legislation and regulatory landscape worldwide and understanding how the industry will be able to implement traceability and serialisation* Peggy Staver, Director, Product Integrity, Pfizer	
10:05 – 10:30	**Power Panel Discussion** *How to Ensure Traceability & Visibility in the Pharma Supply Chain* - Connie Jung, U.S. Food & Drug Administration - Peggy Staver, Director, Product Integrity, Pfizer - Bruno Cambounet, Vice President Sales and Operations EMEA, Axway - Grant Courtney, Serialisation Global Business Lead, GlaxoSmithKline	
10:30 – 11:00	Coffee break *Foyer* GS1 Standards in Action Showcase – Meet the experts	
11:00 – 12:30	**PLENARY SESSION** *Salon D* UDI In Action	
11:00 – 11:25	**The DoD / VA Pilot as Proof of Principle - Putting Standards and Infrastructure in Place** *The UDI Database – Standardising and accessing data from Central Utility* Colonel Christopher Harrington, U.S. Department of Defense	U D I

11:25 – 11:50	**HL7 Standards for UDI Across the World** *Using HL7 SPL messages to exchange UDI data* Jackie Elkin, Global Process Owner, Medtronic	**U D I**
11:50 - 12:15	**UDI Driven Improvements for Patient Safety** *How healthcare providers can leverage UDI data to reduce medical errors, improve distribution and inventory management, and enable product recalls and electronic health records* Deborah Templeton Vice-President, Supply Chain Services, Geisinger Health System	
12:15 – 12:30	**Power Panel Discussion – Q&A with Speakers** *How to Ensure Effective and Efficient Implementation of UDI*	
12:30 – 13:45	Lunch *White Oak*	
13:30 – 15:45	GS1 Standards in Action Showcase – Meet the experts *Foyer*	
13:45 – 15:15	ASK THE EXPERTS – Concurrent Breakout Sessions	
13:45 – 14:25	- **Ask the EPCIS expert** – *How to leverage EPCIS standards to share traceability event data* Bob Celeste, GS1 US *Salon C* - **Ask the HL7 expert** – *How to model UDI GHTF data elements in HL7 (Structured Product Labeling (SPL) release 5)* Todd Cooper, Breakthrough Solutions and co-chair HL7 Healthcare Devices WG *Forest Glen* - **Ask the direct part marking expert** – *When and how to implement direct part marking* Akio Murata, Muranaka Medical Instruments *Glen Echo*	
14:35 – 15:15	- **Ask the EPCIS expert** *Salon C* - **Ask the HL7 expert** *Forest Glen* - **Ask the direct part marking expert** *Glen Echo*	
15:15 – 15:45	Coffee break *Foyer* GS1 Standards in Action Showcase – Meet the experts	

15:45 – 17:15	ROUNDTABLE DISCUSSION GROUPS - Concurrent Sessions	
15:45 – 17:15	**Group 1: Pharma Traceability** *Forest Glen* - *How to comply with existing and emerging traceability requirements* - *Which traceability models to consider* Chair: Grant Courtney, Serialisation Global Business Lead, GlaxoSmithKline Speakers: - George Kuntz, Supply Chain Solutions, Enterprise Information Technology, Cardinal Health - Peggy Staver, Director, Product Integrity, Pfizer - Michael Ventura, Serialization Business Lead - North America, Asia Pacific, Japan, and Emerging Markets, GlaxoSmithKline	**P H A R M A**
15:45 – 17:15	**Group 2: UDI Database** *Salon C* - *The UDI Database and GDSN: Developing and maintaining master data* - *How to manage UDI data from initial creation (manufacturer) to point of use (hospital)* Chair: Mike Wallace, Director Global Standards and Serialization, Abbott Laboratories Speakers: - Terrie Reed, Senior Policy Analyst, FDA Center for Devices and Radiological Health - Joe Pleasant, Senior VP & CIO, Premier Inc. - Mike Sarachman, Manager, International Data Standards Adoption, Johnson & Johnson Health Care Systems, Inc.	**U D I**
18:00 – …	Networking Event	

Friday, 8 April 2011

9:00 – 10:30	PLENARY SESSION	*Salon D*
9:00 – 10:30	**A Look at the World** *Major public policy developments in countries worldwide, and adoption and implementation news from around the world* - *Global overview* - *Public Policy Database* - *Brazil: Building a pharmaceutical traceability system* - *Canada: Major vaccine identification initiative in collaboration with the Public Health Agency of Canada; The Canadian Healthcare Supply Chain Standards Project* - *France: French university hospitals implementing GS1 Standards; AFSSAPS regulation for DataMatrix on pharmaceutical products* - *Netherlands: Dutch hospitals to require GS1 BarCodes* - *Japan: MHLW requirements for bar coding of medical devices* - *UK: Department of Health and NHS 'Coding for Success' programme*	
10:30 – 11:00	Coffee break	*Foyer*
11:00 – 12:30	CLOSING PLENARY SESSION	*Salon D*
11:00 – 11:40	**U.S. Healthcare Industry Sunrise Dates** *2010 GLN Sunrise results and getting ready for 2012 GTIN Sunrise* John Roberts, GS1 US John Terwilliger, Abbott Michael Sarachman, J&J MD&DI	
11:40 – 12:15	**CLOSING KEYNOTE** **Health IT and Rapid Adoption of Electronic Health Records (EHR) in the U.S.** *Impacts and opportunities for medical devices -* *EHRs and UDI-specific opportunities for leverage and meaningful results including inexpensive and pervasive longitudinal device tracking and data* Dr. Edward Fotsch, CEO PDR Network	
12:15 – 12:30	**Closing remarks – GS1 Healthcare Tri-chairs**	
12:30 – 14:00	Lunch	*White Oak*
14:00	Closure of Conference	

Standards Showcase - GS1 in Action
Solution Providers Market Place
Foyer - Wednesday-Thursday 13:30-15:45 and morning coffee breaks

1Sync
Product Data Management Solutions

Focus on:
Our partnership with Data Pros to help meet the needs of the Healthcare community.

Representing 1Sync: Dan Wilkinson, Lance Esposito, and Kristen Celecki

www.1sync.org

Axway
The Business Interaction Networks Company

Focus on:
- Axway Track & Trace
- Axway's MFT Solutions
- Axway B2Bi
- Axway Controlled Substance Ordering System (CSOS)

Representing Axway: Francis Gerace, Sia Zadeh, Cedric Monier, Bruno Cambounet

www.axway.com

FSEnet+ GDSN Data Pool
Perfect data in every system

Focus on:
FSE has developed comprehensive supply chain solutions which bring efficiencies that support sales effectiveness to all members within the supply chain. To better understand how your company can benefit from the adoption of Global Standards please stop by for a visit. Services to be highlighted include Global Data Synchronization, implementation options, vendor enablement, data validation, and support options.

Representing FSE: Keitt Moore

www.fsenet.com

GHX
Accelerating Healthcare's Adoption of Global Data Standards

Focus on:
- The world's largest healthcare exchange, delivering 360° visibility into your supply chain with $38B in annual transaction volume, global standards, UDI, with trading partner collaboration, and GHX Health ConneXion, the only healthcare focused GDSN-certified data pool
- Global efforts with GDSN
- Business Solutions for Accelerating the Business Use of GLNs and GTINs

Representing GHX: MJ Wylie, Karen Conway, Andy Martin, Margot Drees, Mark Fabian, Sophie Rutherford, Michael Gillespie

www.ghx.com

Oracle

Focus on: **Oracle Pedigree and Serialization Manager (OPSM)**
Oracle is the world's most complete, open, and integrated business software and hardware systems company with offerings that improve the quality of care and increase operational efficiency. With more than 370,000 customers—including 100 of the Fortune 100—in more than 145 countries around the globe, Oracle is the only vendor able to offer a complete technology stack in which every layer is engineered to work together as a single system. Oracle's industry-leading products give customers unmatched benefits including unbreakable security, high availability, scalability, energy efficiency, powerful performance, and low total cost of ownership.

Representing Oracle: John Danese, Tim Kvanvig, and David Ballin

www.oracle.com

ROC IT Solutions
Essential Intelligence for Serialized Asset Tracking

Focus on:
Intelligent Edge data capture for serialized assets; Shipping, Receiving, Returns, Aggregation, De-Aggregation, Label print.

Representing ROC IT Solutions: Larry Hall

www.rocitsolutions.com/

TECSYS Inc.
Achieve total inventory visibility, traceability and control

Focus on:
TECSYS' self-distribution solutions effectively streamline the supply chain, consolidate information and manage inventory to deliver dramatic cost savings and superior patient care. These solutions include:
- Consolidated Service Center
- Hospital & Clinic Inventory Management
- Planning and Procurement
- Mobile Delivery

Representing TECSYS: Robert Colosino and John Reichert

www.tecsys.com

SA2 Worldsync
Master Data Service for Global Commerce

Focus on:
- GDSN Data Pool
- PIM
- WebApproval
- WebForms Portal Integration

Representing SA2: Gina Baker and Carol Elliott

www.sa2worldsync.com

General Information

Conference Venue	Bethesda North Marriott Hotel & Conference Center 5701 Marinelli Road Bethesda, Maryland 20852 USA
Dress Code	Conference: Business Networking event: Business casual
Internet Access	Internet access is NOT available in the meeting rooms. A special rate for in room Internet is available.

Meeting Rooms	Check the agenda for the exact location of each session.
	Plenary sessions: Salon D (Main level)
	Breakout sessions:
	    - Salon C (Main level)
	    - Forest Glen (Lower level)
	    - Glen Echo (Lower level)
	Coffee breaks : Foyer (Main level)
	Lunch: White Oak (Lower level)

Networking Event
Monuments By Moonlight Tour
Thursday, 7 April 2011 18:00-23:00

The evening begins in the heart of D.C. with dinner and dancing at a popular D.C. night spot. Next we head out for a moonlight tour of the capital city. Enjoy dessert and drinks onboard a luxury tour bus, while an expert guide takes you to some of Washington D.C.'s major attractions: Lincoln Memorial, Washington Monument, Lafayette Square/White House and Embassy Row. The night includes two stops; the Lincoln Memorial and Lafayette Square, which provides the perfect photo opportunity of the White House.

18:00	Meet in the Bethesda North Marriott Conference Center Lobby and board buses at the Conference Center entrance (NOT the Hotel front drive)
19:00-20:30	Dinner buffet at The Park

20:30-22:30	Monuments by Moonlight Tour - Dessert, drinks, guided walking and driving tour.
	    ▪ Lincoln Memorial (stop for 30 minutes)
	    ▪ Washington Monument (drive by tour)
	    ▪ Lafayette Square/White House (stop for 20 minutes)
	    ▪ Embassy Row (drive by tour)

23:00	Arrive at the Bethesda North Marriott Hotel

If you have registered for the networking event, your admittance ticket will be included with your conference name badge. You will need your ticket to board the bus.

Plenary Speakers

Robert W. (Bob) CARPENTER is the President and Chief Executive Officer of GS1 US, a $70 million revenue organization dedicated to the adoption and implementation of standards-based, global value-chain solutions and services. In this role he is responsible for establishing and executing strategic direction for all GS1 US products and solutions.
Prior to joining GS1 US, Mr. Carpenter was President of ARAMARK Healthcare, a $2 billion revenue line of business serving over 1,200 N. American hospitals. Mr. Carpenter's career includes key leaderships positions in Marketing with Johnson & Johnson and its subsidiaries McNeil Consumer & Specialty Pharmaceuticals and the Johnson & Johnson / Merck joint venture, where he worked for 11 years.
Mr. Carpenter earned an MBA from Harvard Business School in 1992. He graduated Phi Beta Kappa and Magna Cum Laude from Middlebury College with a Bachelor's Degree in History in May, 1987.

William CHURCHILL is the Chief of Service for the Department of Pharmacy Services at the Brigham and Women's Hospital in Boston, Massachusetts, where he is responsible for leadership of the pharmacy department and Anticoagulation Management Services. Mr. Churchill serves Brigham and Women's as the Chairperson of the Drug Safety Committee, Vice Chairperson of the Pharmacy and Therapeutics Committee, and Co-Chairperson of the eMAR/Bar Code Scanning Project Team. Mr. Churchill is the Vice Chairperson of the University Hospital Consortium's Pharmacy Executive Committee and serves on the Novation Pharmacy Executive Committee.
For his efforts in improving medication safety worldwide, Mr. Churchill was awarded the 2007 American Society of HealthSystem Pharmacists' (ASHP) Distinguished Leadership Award.
Mr. Churchill received both his Bachelor's Degree and Master's Degree from Northeastern University and is adjunct Clinical Professor of Pharmacy Practice at Northeastern University, Bouve College of Health Sciences.

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. Mr. Courtney 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.
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.

Dr. Charles DENHAM is a founder and Chairman of the Texas Medical Institute of Technology (TMIT), a non-profit medical research organization dedicated to drive adoption of clinical solutions in patient safety and healthcare performance improvement. He is an Associate Editor for the Journal of Patient Safety. He was a fellow of the Harvard University Advanced Leadership Initiative in 2009 and is a senior fellow of the same program for 2010. Since 2003, Dr. Denham has been the Chairman of The Leapfrog Group Safe Practices Program.
In 2006 Dr. Denham was ranked 31 in the 50 Most Powerful Physician Executives by Modern Healthcare. He was also appointed to the World Health Organization Collaborative Center steering committee.
In 2005, Dr. Denham was appointed Co-chairman of the NQF Safe Practices Consensus Standards Maintenance Committee. Dr. Denham has been the co-chair the 2010 NQF Safe Practices update and implementation by the Leapfrog Group. He also co-chaired NQF consensus committees for Laboratory and for 2009.
TMIT is the producer of "Chasing Zero: Winning the War on Healthcare Harm", a documentary released by the Discovery Channel in April 2010. Dr. Denham is the executive producer of the film.

Jackie ELKIN is Regulatory Quality Compliance Manager of Medtronic, Inc. Mrs. Elkin has been working in the medical device sector for more than 22 years. She has been very active in providing leadership to various initiatives of developing global standards for healthcare product identification. She is the presiding Co-Chair for the AdvaMed Auto-ID Committee; she also serves on the Leadership team of GS1 Global Healthcare group and is Co-Chairing the Public Policy work group. Prior to joining Medtronic, Jackie worked in the Hospital Products Group of Pfizer, Inc. Her background includes managing product liability and patent litigation and extensive experience and leadership in Medical Device Quality and Regulatory Compliance.
Jackie has a Paralegal Degree and an IT Management Degree from Concordia University, St. Paul, Minnesota.

Edward FOTSCH, MD, is the CEO of PDR Network LLC, publisher of the Physicians Desk Reference and provider of a suite of PDR-branded electronic services. Dr. Fotsch practiced medicine for 10 years and for the past two decades has been a pioneer and national leader in healthcare IT. Dr. Fotsch is a member of several national health information technology (HIT) committees and panels including the HL7 PHR Working Group, the CMS PHR Evaluation Task Force, and the iHealth Alliance. Dr. Fotsch's work has been regularly published in articles and books and he was the first recipient of the Liability Carrier Annual Patient Safety Award for his work in healthcare IT. He speaks frequently at healthcare IT industry conferences and is regularly quoted regarding healthcare technology issues by national press including the New York Times, Chicago Tribune, Associated Press, Reuters and The Wall Street Journal.

Doruk GÖKŞİN is Project Manager of the National Data Bank (TİTUBB) Project of Drug & Medical Equipment in Turkey, and Field Specialist, Medical Equipment at TCHealth Information Technologies Ltd. Co. He is also teaching "Healthcare Design" at Bilkent University. From 1996 until 2010, he has held several positions in healthcare IT and hospital design, including medical device consultancy.
Mr. Göksin holds a degree in Interior Architecture & Environmental Design from Bilkent University in Turkey.

Colonel Christopher J. HARRINGTON serves as the Deputy Program Manager (DPM) for the Medical Logistics Division of the Defense Health Services Systems (DHSS) Office, aligned under the Office of the Chief Information Officer, Military Health System (MHS), Department of Defense (DoD). DHSS supports more than 30 products used throughout the MHS supporting three major functions: clinical support, medical logistics and resources.
COL Harrington was commissioned through the Reserve Officer Training Corps from Brown University in 1982. He is a graduate of the Army Command and General Staff College and the National Defense University. He holds a Master of Science degree in Logistics Management from the Air Force Institute of Technology, a Master of Science in Administration from Central Michigan University, and a Master of Science in National Resource Strategy from the National Defense University.
COL Harrington is a Diplomate in the American College of Healthcare Executives and a Certified Professional Logistician in the Society of Logistics Engineers

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 co-chair of the EPCglobal Industry Adoption Task Force and the GS1 Healthcare Application Standard Team, and an active participant in the EPCglobal Tri-Chair/Co-Chair Leadership Team, the GS1 Architecture Committee, and the GS1 Healthcare User Group. Grant is also a PMP-certified project manager.

Dr. Connie JUNG is currently Senior Advisor in the Office of Compliance at FDA's Center for Drug Evaluation and Research. She is part of the newly formed Drug Integrity and Security (DISP) program, and will work on track and trace efforts and other supply chain security initiatives. She has worked on issues related to counterfeit and stolen drugs for several years in her previous position as Senior Advisor for Pharmacy Affairs in the Office of Policy, Office of the Commissioner and will continue these efforts in the DISP program. She received her B.S. in Pharmacy from The Ohio State University and her Ph. D. in Pharmaceutical Sciences from the University of Cincinnati. Dr. Jung joined the FDA in 1999 as a researcher in the Center for Food Safety and Applied Nutrition, conducting toxicology research involving skin absorption and metabolism of topically applied compounds, and later served as a Regulatory Reviewer in the Division of Bioequivalence in the Office of Generic Drugs where she analyzed bioequivalence studies of generic products before focusing on drug supply chain security issues.

George KUNTZ is Vice President – Supply Chain Solutions, Information Technology for the Pharmaceutical segment of Cardinal Health, a Fortune 17 health care services company that improves the cost-effectiveness of health care. Cardinal Health's annual revenues exceed $99 billion, and is headquartered in Dublin, Ohio, with the Pharmaceutical Segment distributing pharmaceuticals and related healthcare products to more than 33,000 locations. He is no stranger to Supply Chain Solutions & Order Fulfillment Services – George has been with the company for 20 years in various leadership roles. George started with the Scientific Products Division of Baxter Healthcare.

Prior to joining the company George was a Junior Military Officer in the U.S. Army Transportation Corps assigned to the 2d Armored Cavalry Regiment in Nuremberg, W. Germany.

George has received both his Bachelors of Science & Masters of Business Administration from Boston University located in Boston, MA and Heidelberg, W. Germany.

Rodolphe MUNOZ
European Commission
Directorate General SANCO Health & Consumer Unit B2 – Cosmetics and Medical Devices

Rosalind PARKINSON is Administrative Director, Materiel Systems at the Ohio State University Medical Center (OSUMC). OSUMC took ownership of GLNs the GLN Registry in 2009 and has since implemented them in transactions with our distributor and several direct suppliers resulting in $75 M annual transactions using GLN s. All new EDI relationships use GLNs and the 47 suppliers currently connected via EDI may convert to OSUMC GLNs at their request. During October 2010, OSUMC subscribed to 10 suppliers in the GDSN through our data pool and established a procedure for reviewing all published GTINS prior to acceptance of these products in the item master.
OSUMC senior leadership understands the connection between an efficient supply chain, supply cost management and an effective EMR implementation with the future incorporation of UDI

Joe PLEASANT is CIO and Senior Vice President of Premier, Inc., the largest healthcare alliance in the United States, with an estimated annual purchasing volume in excess of $25 billion and more than 200 Healthcare systems that own or operate some 850 institutions. Premier also has affiliations with another 900 hospitals.
In his current position as CIO, Mr. Pleasant oversees Premier's information systems infrastructure that includes legacy, enterprise, and web enabled offerings. Prior to being appointed to his current position, Mr. Pleasant served as Chief Administrative Officer of SunHealth, Inc.
Mr. Pleasant is involved in national efforts to improve the Healthcare supply chain and serves on Board of Directors of both the National Alliance for Healthcare Information Technology (NAHIT) and GS1 and is a member of the Health Industry Distributors Association's Supply Chain Advisory Council. A cum laude graduate of N.C. State University in Engineering, Mr. Pleasant holds a Masters of Business Administration degree from the University of North Carolina.

Terrie REED, MS Industrial Engineering is Associate Director of Informatics, at the Food and Drug Administration (FDA), Center for Devices and Radiological Health (CDRH), Office of Surveillance and Biometrics (OSB). Ms. Reed leads an Informatics staff on projects related to the incorporation of data exchange and vocabulary standards into FDA data submissions and leads the internal FDA implementation efforts for integration of UDI into FDA regulatory processes. She has led several information management initiatives including a joint project between the National Cancer Institute (NCI) and FDA CDRH focused on improving and simplifying the device and patient problem codes used to code medical device adverse event reports. In addition she is the CDRH representative to FDA enterprise-wide initiatives including the FDA Data Standards Council and the FDA Vocabulary Work Group. Prior to working in government, she worked for 13 years at a healthcare facility in Indianapolis in various positions as a process engineer, quality analyst, and medical information specialist.

Michael Sarachman brings over 10 years of manufacturing, distribution and engineering experience in the medical device industry through numerous positions of increasing responsibility with Johnson & Johnson. He currently serves as a member of the Johnson & Johnson Supply Chain Visibility team as Manager, Industry Standards Adoption. In his current role, he is responsible for the adoption of GS1 standards by the Johnson & Johnson Medical Device and Diagnostics companies. Most recently, Mr. Sarachman served as Manager, Operational Readiness at Johnson & Johnson Healthcare Systems as part of the regional SAP Order-to-Cash implementation team for the US Medical Device supply chain.
Mr. Sarachman holds an MBA from Drexel University, a BS degree in Mechanical Engineering from Rensselaer Polytechnic Institute and holds a PMP certification in project management.

Jean SARGENT is Director Supply Chain at University of Southern California Health Sciences Campus. Ms. Sargent received the George R Gossett Leadership Award from AHRMM in 2010. Ms. Sargent is past president of the Association for Healthcare Resource and Materials Management of the American Hospital Association (AHRMM) and a recognized leader in supply chain management, having presented at many conferences at the national, state and local levels. Ms. Sargent has over 32 years of experience in hospital Central Service/Materials Supply Chain Management.
Ms Sargent spends her time working to advance excellence and improve patient care and safety through the healthcare supply chain, most notably: Strategic Marketplace Initiative (SMI); and as the acute care provider co-chair of the GS1 Healthcare US initiative; Ms. Sargent is also a member of the Global Healthcare Leadership Team; and Bellwether League who acknowledges the Supply Chain leaders who have lead the way to where we are today.

Ian SHEPPARD has over 30 years of experience in acute care and ambulatory care medication services in both adult and pediatric care settings. His experience includes the development and implementation of strategic medication systems such as automated distribution, centralised compounding, satellite pharmacy environments, and bedside barcode medication administration modules. Ian has been a member of the World Health Organization panel on spinal safety, and has co-developed medical devices for safe spinal medication administration.
Ian joined the Institute for Safe Medication Practices Canada (ISMP Canada) in 2008 as the national project leader of the joint Canadian Pharmaceutical Bar Coding Project, a national multi-sector safety initiative jointly led by ISMP Canada and the Canadian Patient Safety Institute.

Peggy STAVER is Director, Product Integrity, Pfizer Inc. Peggy's responsibilities include developing and implementing strategies to enhance patient safety and further secure the U.S. pharmaceutical supply chain. She represents Pfizer externally on various customer engagements and industry interactions relative to channel security and works closely with internal Pfizer colleagues to implement approved strategies. Peggy has been involved with a number of industry initiatives to address the threat posed by counterfeit pharmaceuticals including the potential role serialization and radio frequency identification (RFID) technology may play in deterring counterfeiting. Peggy has been directly involved with Pfizer's projects to implement RFID technology on the packaging of Viagra and Celebrex in the U.S. and is currently responsible for Pfizer's e-pedigree testing and implementation. She also works closely with Pfizer's Global Security organization as it relates to investigations of suspected counterfeit or adulterated Pfizer products and is a member of the GS1 Healthcare US and Global leadership teams and Pfizer's recently formed Supply Chain Security Team. Peggy has 29 years experience in the industry in various disciplines including auditing, financial planning and analysis, strategic planning, contracts and pricing, distribution, and supply chain management.

Deb TEMPLETON is the Vice President for Supply Chain Services at Geisinger Health System in Danville, PA. She is responsible for all Corporate Purchasing, Logistics, Patient Transport, Linen and Supply Chain Operations and Strategic Planning for all Geisinger facilities. She and her team was awarded the Healthcare Purchasing News Materials Management Department of the Year Award in 2008, and well as a Premier Innovations award for the work in the area of Healthcare Supply Chain Data Standards. The Geisinger Supply Chain was also named one of the Top 25 Healthcare Supply Chains by Gartner in 2010. She is on the Editorial Advisory Board of Healthcare Purchasing News and serves on many local community Boards as well. She has over 26 years of healthcare management experience including pharmacy, project

management and supply chain operations.
Deb received her undergraduate degree in pharmacy from Duquesne University in Pittsburgh, PA maintaining licensure in both Pennsylvania and Florida and a Masters Degree in Healthcare Administration from the University of Scranton. Deb served as the co-chair of the Education and Enablement Subcommittee of the Healthcare Supply Chain Standards Coalition and is past president of the Large Hospital Consortium.

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.

Volker ZEINAR is responsible for the global coordination of bar code / Auto-ID affairs in the B.Braun Group. This concerns company internal projects, customer projects as well as contacts to healthcare associations and standardization organizations.
Volker has been involved in the development and application of GS1 standards for almost 20 years, not only in healthcare, but also in the consumer market and the engineering industry. Amongst others he was responsible for IT projects at the trade group REWE in Cologne and at the steel manufacturer Thyssen Industry.
Prior to his engagement as freelancer for B.Braun, since January 2003, Volker has worked as Consultant for the B.Braun subsidiary 'Diomedes Health Care Consutants' with focus on the optimization of logistics processes in hospitals.

List of Participants
(Status on 28 March 2011)

The Global GS1 Healthcare Conference provides a neutral forum 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.

First name	Last name	Company / Organisation
John	Abrams	Cardinal Health
Marilyn	Allison	Carefusion
Peter	Alvarez	GS1
Kerry	Angelo	GS1 GO
Paul	Ashford	ICCBBA
Gina	Baker	SA2 Worldsync
Scott	Barger	Sentient Health Ltd.
Eric	Barrett	W.L. Gore & Associates
Carolyn	Becker	U.S. FDA
Robert	Bersani	GS1
Chuck	Biss	GS1 Global Office
Kyra	Blankenstein	GS1 Nederland
Jim	Bonhivert	SICPA Securink Corporation
Ginger	Bosn	Terumo Cardiovascular Systems
Reyhan	Bozkurt	Social Security Institution
Tona	Braithwaite	Veterans Affairs
Scott	Brown	GS1 US
Peter	Bullock	Takeda Pharmaceuticals North America
Randall	Burgess	Reconnaissance International
Dawn	Burtram	Novation
Dennis	Byer	Novation
Jessica	Bylander	The Gray Sheet
Bruno	Cambounet	Axway
Steven	Capel	Covidien
Bob	Carpenter	GS1 US
Cumhur	Çeken	TCHEALTH
Kristen	Celecki	1SYNC
Robert	Celeste	GS1 US
Chris	Chandler	US Department of Veterans Affairs
John	Chigas	Terumo Cardiovascular Systems
William	Churchill	Brigham and Women's Hospital
Steven	Ciullo	Upstate University Hospital

First name	Last name	Company / Organisation
Robert	Colosino	TECSYS Inc.
Robert	Colosino	TECSYS Inc.
Karen	Conway	GHX
Todd	Cooper	80001 Experts, LLC
Jim	Cordes	Abbott Medical Optics
Grant	Courtney	GlaxoSmithKline
Garry	Courtney	W.L. Gore & Associates
William	Croisetiere	Covidien
Jay	Crowley	FDA
Jean-Paul	Delisle	Takeda Pharmaceuticals
Virgil	Dickson	FDA News
Uros	Djekic	FDA
Sean	Donahue	Penumbra, Inc.
Aytekin	Dönmez	Public Procurement Authority (KİK)
Barbara	Dorner	GS1 Austria
Margot	Drees	GHX
Alicia	Duval	GS1 Canada
Garry	Duvall	DoD
Gloria	Einfeld	Bio-Rad Laboratories
Carol	Elliott	SA2 Worldsync
Darien	Esler	Holy Spirit Hospital
Lance	Esposito	GS1 US
Kim	Ferree	GS1 US
Linda	Fischetti	Departmentment of Veterans Affairs
Ed	Fotsch	PDR network
Frédérique	Fremont	CH Aulnay s/bois
Yanjie	Gao	Department of information technology for healthcare, Ministry of Health, P.R.China
Kay	Gard	Genentech
Doruk	GÖKŞİN	TCHEALTH
Paulo	Gomes	GS1 Portugal Codipor
Jenny	Gough	Molnlycke Health Care
Cathi	Graves	Bar Code Resource Office- VA
Scott	Gray	GS1 Global
Thatit	Guritno	GS1 Indonesia
Clemens	Haas	Fresenius Kabi Deutschland GmbH
Nathan	Habeck	Baxter Healthcare Corp
Larry	Hall	ROC IT Solutions
Lawrence	Hall	ROC IT Solutions
Ged	Halstead	CH2
Michio	Hamano	GS1Japan
Christopher	Harrington	DHSS
Dennis	Harrison	GS1 US
Gary	Hartley	GS1 New Zealand
Christian	Hay	GS1 Switzerland
Corwin	Hee	Covidien

First name	Last name	Company / Organisation
Jack	Henderson	SICPA
Christian	Hill	Allergan
Grant	Hodgkins	Alcon Laboratories
Kathy	Holdren	B. Braun Medical Inc.
Zexia	Huang	GS1 China
Michael	Innes	Kaiser Permanente
Ladislav	Janco	GS1 Slovakia
Haejune	Jeong	Kyonggi University
Connie	Jung	FDA/Center for Drug Evaluation and Research
Marcia	Kafkakis	Baxter Healthcare
Rebecca	Kern	Elsevier Business Intelligence
Jesper	Kervin Petersen	GS1 Denmark
Ho Won	Kim	Korea Chamber of Commerce (GS1 Korea)
Hyunsoo	Kim	Kyonggi University
Joshua	Kim	Welch Allyn, Inc.
Bonnie	Kincaid	B. Braun Medical Inc.
Janice	Kite	GS1 Global Office
Pat	Klancer	Amerinet
Ulrike	Kreysa	GS1 Global Office
Monica	Kryzer	3M
Dinesh	Kulkarni	Merck
George	Kuntz	Cardinal Health
Yasuo	Kurosawa	GS1 Japan
Roger	Lamb	GS1 UK
Brian	Lee	Merck
Ashley	Leonzio	McKesson Automation
Latousha	Leslie	FDA
Michelle	Limoli	US FDA
Don	Lipkey	Food and Drug Administration
Tom	Lippert	Navy Fleet Hospital Program
Sean	Lockhead	GS1
Leslie	Logan	Smith & Nephew Inc.
Hans	Lunenborg	GS1 Netherlands
Ntumba	Makenda	Pharmacy Des Urgences
Valérie	Marchand	GS1 France
Timothy	Marsh	Pfizer
Andy	Martin	GHX
Anie	Mathews	Food and Drug Administration
Kirby	McBride	FSE Inc.
Matt	McBride	GS1 Global
Chris	Metcalf	GE Healthcare
Edward	Miles	GS1 US
Craig	Miller	Covidien
Elizabeth	Mims	Bar Code Resource Office- VA
Keitt	Moore	FSE Inc.
Alan	Morley	Covidien

First name	Last name	Company / Organisation
Mike	Mowad	GS1
Nadege	Mullier	GS1 GO
Rodolphe	Munoz	European Commission
Akio	Murata	Muranaka medical instruments Co.,Ltd
Jean Pierre	NDjingululu Kabutu	Pharmacy Des Urgences
Doris	Nessim	various hospitals/ GS1 Canada
Sally	Omer	Omer David Eng.
Ganit	Omer	Omer David Eng.
David	Omer	SHILA Dental Health Services
Dennis	Orthman	SMI
Rosalind	Parkinson	The Ohio State University Medical Center
Leonel	Pava	GS1 Colombia
Brad	Pedrow	GS1 US
Esther	Peelen	GS1 Netherlands
Robert	Perry	Defense Medical Support Systems
Deborah	Petretich Templeton	Geisinger Health System
Chris	Piela	Loftware
Linda	Pike	Torrance Memorial Medical Center
Joseph	Pleasant	Premier Inc
Cyndi	Poetker	Abbott Laboratories
Annette	Pomponio	GS1 US
Velayudhan	Rajan	FDA
Mark	Rathman	IMS Health
Terrie	Reed	FDA/CDRH/OSB
John	Reichert	TECSYS Inc.
Kevin	Richardson	Zebra Technologies
John	Roberts	GS1 US
Dirk	Rodgers	Cardinal Health
Lars	Rönnbäck	Apoteket AB
Ian	Rosenblum	Accenture
Judith	Russell	Genzyme Corp.
John	Ryu	GS1
Michael	Sarachman	Johnson & Johnson
Jean	Sargent	University Southern California (USC)
Emmanuel	Sarpong	Korle Bu Teaching Hospital
Elise	Sattilaro	GS1 US
Ken	Schirado	Penumbra, Inc.
Ronald	Schneider	Dept of Veterans Affairs
Seth	Schulman	Penumbra, Inc.
Joseph	Schutte III	Sekuworks LLC
Ian	Shepherd	CEN / ISO/ JIC Pharmacy & Medicines
Ian	Sheppard	ISMP Canada
Craig	Short	Good Shepherd Rehabilitation Network
Hande	Şimsek Dönmez	Public Procurement Authority (KİK)
Tania	Snioch	GS1 Australia

First name	Last name	Company / Organisation
Ferruh	Solak	Public Procurement Authority (KİK)
Zübeyde	SOLAK	Public Procurement Authority (KİK)
Okkeu Rachmat	Solichin	GS1 Indonesia
Miroslav	Staffen	GS1 Slovakia
Peggy	Staver	Pfizer Inc
Randy	Stubits	Good Shepherd Rehabilitation Network
Sherry	Tang	GS1 Taiwan
Henry	Teller	W. L. Gore & Associates
Beth	Thompson	Medline Industries, Inc
Ruifeng	Tian	GS1 China
Peter	Tomicki	GE Healthcare
George	Toskey	Dow Corning Corporation
Chris	Tucker	Bar Code Resource Office- VA
Ersen	Unsal	Ministry of Health Turkey
Niels	Van Lamoen	ArjoHuntleigh
Michael	Ventura	GSK
Liliana	Villalpando	GS1 Mexico
Becky	Walkinshaw	The Ohio State University Medical Center
Michael	Wallace	Abbott
Claes	Wallér	Cook Medical
Patrick	Walsh	Allergan Pharmaceutical
Laura	Weekley	Abbott
Guy	Weiss	sicpa
Lisa	Wells	W.L. Gore & Associates, Inc.
Tomas	Wennebo	GS1 Sweden
Thomas	Werthwine	Johnson & Johnson
Joshua	White	Axway
Gay	Whitney	GS1 US
Daniel	Wilkinson	GS1 US
Natalia	Wilson	Arizona State University
Janice	Wortham	Seidenader Vision
Richard	Wynkoop	Welch Allyn, Inc.
Takayuki	Yamamoto	ASTEM, INC.
Liang	Yan	Shanghai Pudong Medical Device Trade Association
Ilker	Yilmaz	Medtronic
Shuji	Yokota	GS1 Japan The Distribution Systems Research
Volker	Zeinar	B. Braun
Barbara	Zenner	Baxter Healthcare
Alex	Zimmerman	ROi

Join us at the
20th Global GS1 Healthcare Conference

4-6 October 2011
Amsterdam