



# This is us!



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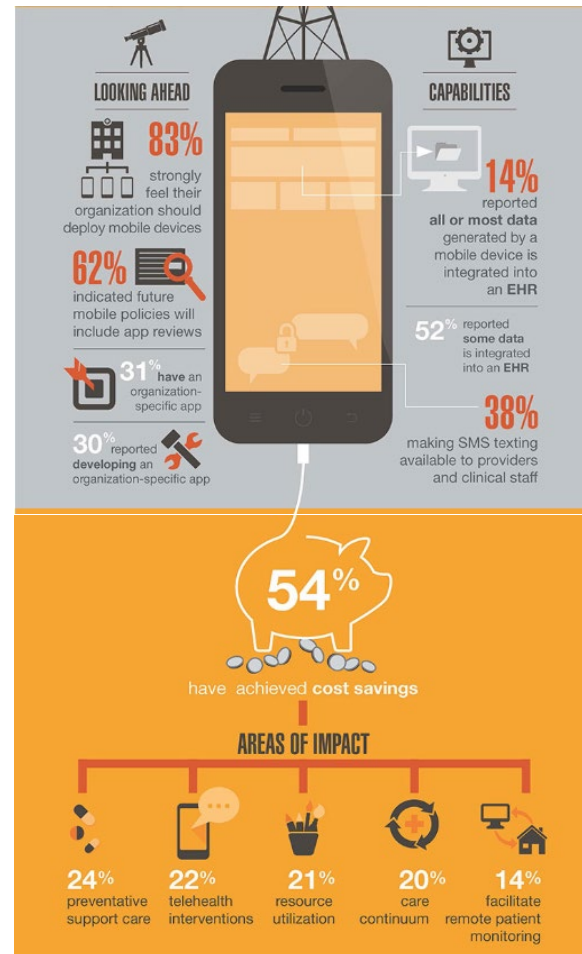
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*Fun facts...*



# What about Healthcare?

# HIMSS Mobile Information Technology Survey



- 72% of physicians access drug information from smartphones.
- 63% of physicians access medical research from tablets.
- 44% of physicians communicate with nurses and other staff from smartphones.

Healthcare Information and Management Systems Society (HIMSS)

Source: <https://www.himss.org/2015-mobile-survey>

# Trusted content



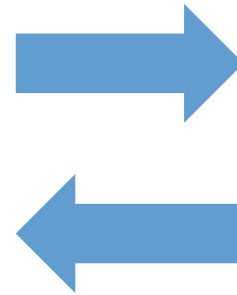
# Unlocking digital content



## PHYSICAL



## DIGITAL



Connecting the physical product to its digital self



# The power of single scan



**Access  
to  
Trusted  
Content!**

## **Data Carrier**

- Product Code, Batch/lot, Expiry, Serial Number

## **Device**

- Location, Time, Language, User persona, Other





How can GS1 standards  
help the mobile device  
revolution in healthcare?



CORE

# NUROFEN 200MG CAPLETS

Product description page

EMC leaflet

emc+

HOME

MEDICINES

## Nurofen 200 mg Caplets

Reckitt Benckiser Healthcare (UK) Ltd

[contact details](#)

Active ingredient

ibuprofen

Legal Category

GSL: General Sales Licence



/gtin/5000167056488

Bijsluiter

Data

### BIJSLUITER: INFORMATIE VOOR GEBRUIKER

#### Nurofen 200, 200 mg omhulde tabletten

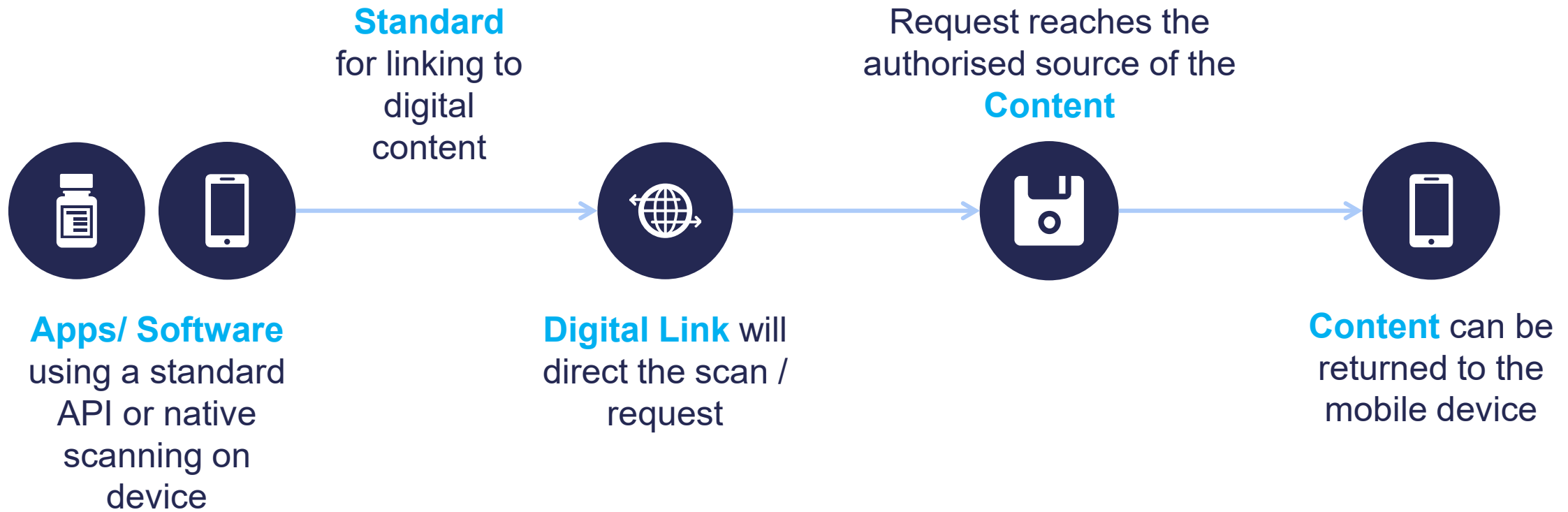
Ibuprofen

```
[ {
  "@context": "http://schema.org/",
  "name": "Nurofen Ibuprofen 200Mg Caplets 16 Pack",
  "@type": "Product",
},
],
```



The Glo

# Discussion: Unlocking the power of a single scan



# Contact details



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