
Serialization deployment, a cooperation between Stakeholders



Our Approach is an early collaboration

We welcome initiatives
to secure drug supply and enhance patient safety.

Because it is in the interest of our patients.

**It is not only
a technical
project**

**Success
through a
collaborative
approach**

**We see the
Serialization &
Traceability
challenge as
an opportunity**

Work **Together** with All Stakeholders to Co-develop the National Verification / Traceability / E-health Concept

What needs to be DEFINED

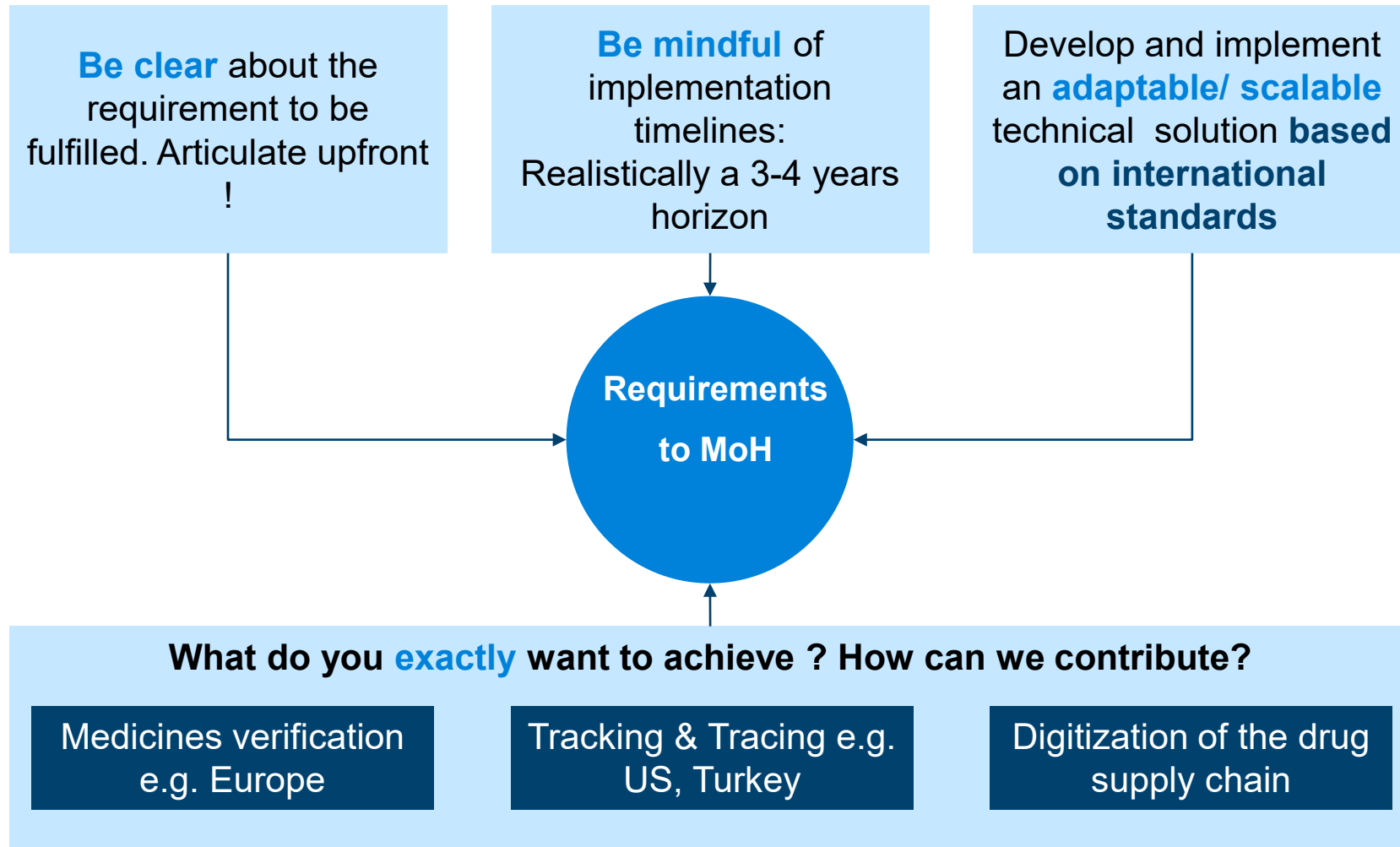
- Standard Data Carrier
- Standard Data Construct
- Access to Data
- Reporting needs
- National database
- Implementation Timelines

The challenges are important





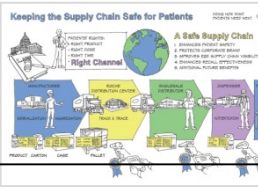


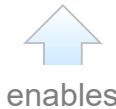
Success through a collaborative approach
Manufacturers, Health Authorities, Associations, Peers, Trading Partners, Solution

What is Required from MoH when Issuing a Traceability Regulation



Which technology ? For which purpose ? Required by ?

	Safety Feature & level of application		Required by	Purpose <i>(examples, non-exhaustive list)</i>
2D-CODIFICATION		blister, vial/PFS label	Hospitals Regulators Tenders	<ul style="list-style-type: none"> ✓ Reduce medication errors ✓ Support e-supply-chain processes
		Sales pack	Regulators	<ul style="list-style-type: none"> ✓ Improve product identification ✓ link with re-imbursement system
Item SERIALIZATION		Sales pack	Regulators	<ul style="list-style-type: none"> ✓ Verification at point of dispensing ✓ Combat reimbursement fraud
TAMPER Evidence		Sales pack	Customers Regulators	<ul style="list-style-type: none"> ✓ Enhance pack integrity ✓ Avoid re-use of packs
AGGREGATION or Full Serialization		Handling / Shipping units	Regulators	<ul style="list-style-type: none"> ✓ Tracking & Tracing ✓ E-pedigree ✓ Logistics efficiency



A complementary set of Safety Features

Build a Solution Based on International GS1 Standards to Reduce Implementation Complexity, Duration and Costs



1. Leverage the significant investments Industry has already made

in an effort to minimize impact on

- | | |
|-------------------------|-------------------------------------|
| • Packaging networks | Packaging lines to be upgraded |
| • Distribution networks | wholesalers, pharmacies, hospitals |
| • IT Systems | New systems to manage data & events |
| • Processes | From artworks to warehousing |
| • People | Training effort is important |

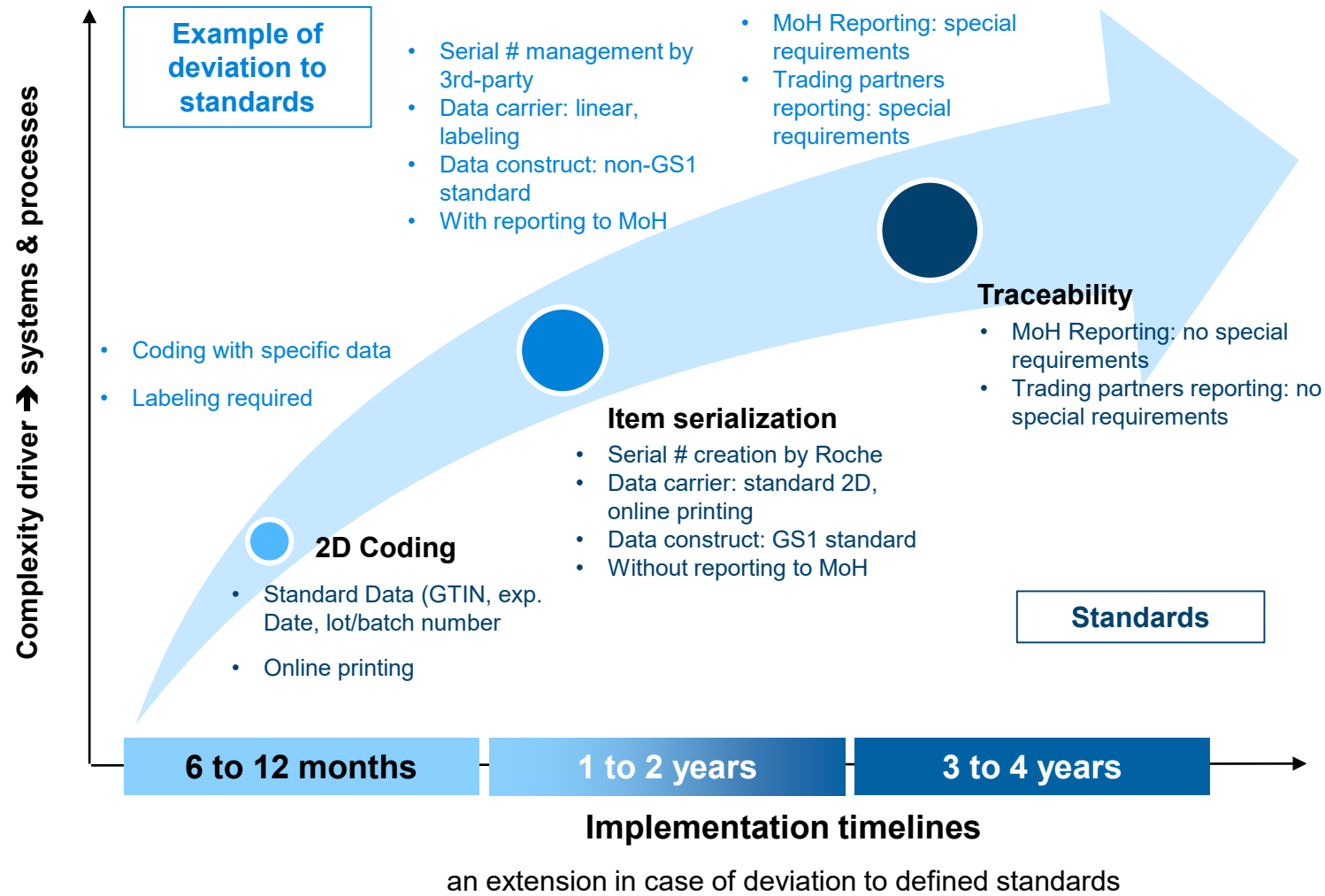
Product #: 09876543210982
Batch: A1C2E3G4I5
Expiry: 140531
S/N: 12345AZRQF1234567890



... to

- Continue to supply high quality products to patients
- Maintain a level of complexity which is still manageable

Implementation Workload can be More or Less High, Requiring Sufficient Time



Linking products with Data is a long journey

It requires a phased approach due to the complex interactive environment



Codification

Master Data

Database

Serialization

Patients

Reports

Aggregation

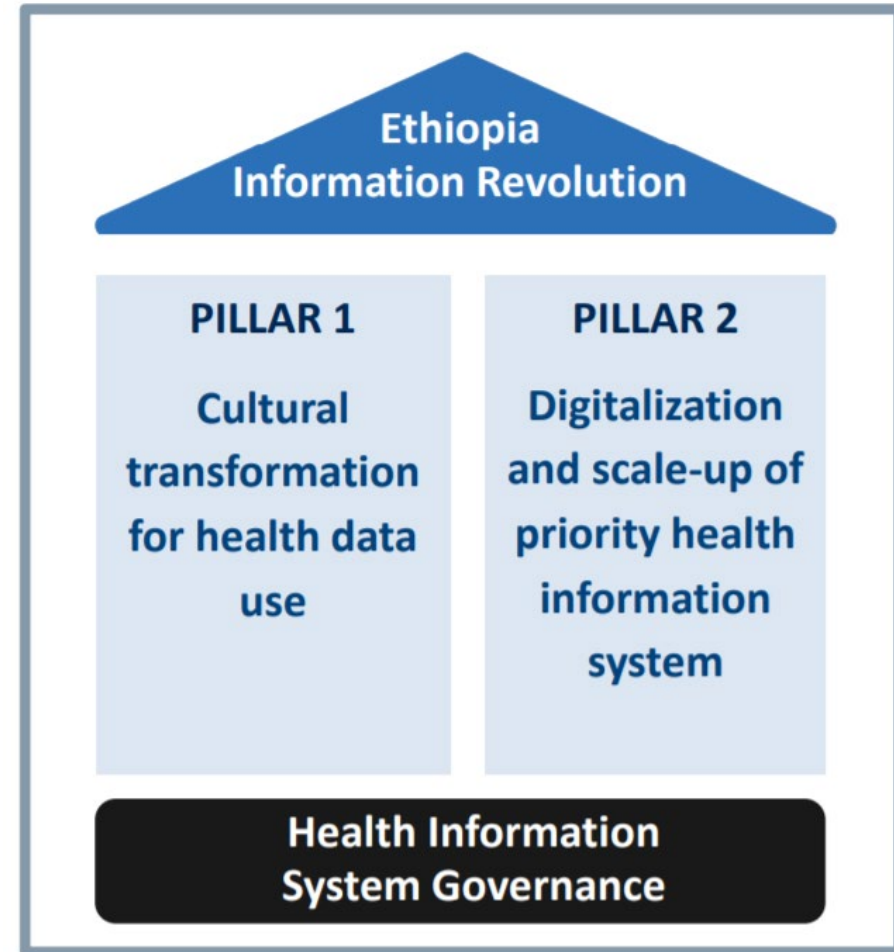
Products

Alerts

Health System

Supply Chain

Pharmacovigilance





We remember GS1's words: "It's a marathon, not a sprint!"

*Doing now what patients need
next*