



THE HEALTHCARE INDUSTRY STAKEHOLDER PERSPECTIVE  
MAY & BAKER NIGERIA PLC

2<sup>nd</sup> African GS1 Healthcare Conference:  
**TRACK AND TRACE FOR ACCESS TO SAFE MEDICINE**  
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# Our Perspective: Our Experience

- In 2006, on entering into food production it became important to have bar codes in order to access the business opportunities in the emerging hyper supermarkets.
- Static GTINs were then sourced from GS1 Ghana and manually allocated.
- In 2016 we had an enquiry on barcodes from a multinational interested in contract manufacturing and our answer was best described as uncertain.
- This was our wake up call, as we observed that our existing bar codes were not linked to Nigeria and the manual allocation had also led to a number of mix ups so we invited GS1 Nigeria for a meeting.



# Our Perspective: Our Experience

- Our Initial interaction with GS1 Nigeria was enlightening as we were interested in static GTINs and their discussions were centered around GTINs with extended data and serialization; clearly we were 10years behind.
- GS1 Nigeria came for a factory assessment to evaluate our packaging and warehousing operations. They also helped identify possible hardware that would support GTINs with extended data for our products.
- The assessment showed that our packaging process was largely manual and could not truly support extended data and serialization, the initial cost of supporting hardware also called for some thoughts. So we opted for GTIN-13 without the extended data and Serial Shipping Container Code (SSCC).
- We are however glad to say we are currently resolving the issues surrounding the automation of our packaging operations and we also have a better offer on the supporting hardware for the extended data GTINs which would go into our budget for 2020.



# Our Perspective: on GTINs with extended data and SSCC

- We are positive that their use would help track and trace products which would in turn provide information regarding drug distribution pattern which could be used for business decisions such as assessment of regional performance, extent of product round-tripping, differential pricing, etc.
- While a product recall is not an exciting experience, the supply chain visibility created by the capturing and sharing of information via the Global Data Synchronization would facilitate effective recall should the need arise.
- GTINs with extended data coded online on the shop floor would be very useful in the identification of genuine drugs and make it very difficult for counterfeiters to reproduce such products.
- With the SSCC (Serial Shipping Container Code), inventory management would be improved thereby making invoicing, sales reporting and stock taking activities easier to manage.



# Our Perspective: on GTINs with extended data and SSCC

- While we are excited about the solutions the integration of the GLN, GTIN and GDSN offer, we are concerned about the implementation intricacies.
- The process is highly dependent on ICT, which is capital intensive and can be cumbersome given the fact that it needs to span the whole distribution chain. This is definitely is a herculean task but not an impossible one.
- Our first steps as a company would be to provide extended data and serialization on our prescription only drugs as a pilot.
- To do this we would conclude on the automation of our packaging line for these selected products and make the required investment in hardware. This we expect to complete by the end of 2020 .
- By 2021 we expect to be able to get on board our distributors. As this process is largely voluntary, pitching this is a huge task and we are uncertain on how to even commence.
- So we are left with more questions than answers on how to commence what would be the road map for implementation.



# Our Perspective: on GTINs with extended data and SSCC

- In determining the road map for implementation, we also need to ensure that realistic goals are set both by the industry and the regulators. We need to take learnings from previous processes established by regulators and implemented by the industry.
- The Pharma Industry would DEFINITELY need to embrace technology to make this a success . We should take learnings from the banking and telecoms industry on the introduction of the ATMs and GSM respectively. There would be teething problems but we would be better for it.
- As it relates to the initial CAPEX it is important to view the project as Operational Strategy aimed as differentiating the organization and delivering superior service to the end user. If the company's focus is simply on day to day operations rather than operational strategy then it would be a difficult decision to make.
- Specifically relating to the cost of supporting hardware required, it is important that more solution providers are available so as to make demand and supply forces drive market prices.



Thank You