

Newsletter (Dec 2015)

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Healthcare



GS1 Malaysia Healthcare Seminar

Due to the keen interest from healthcare regulators to learn successful cases on GS1 implementation, GS1 Malaysia has invited Ms. S.C. Chiang, Senior Pharmacist, of Hong Kong Hospital Authority, to give a talk about the Hong Kong Supply Chain Modernisation Project on January 30, 2015.

The Hong Kong Hospital Authority (HKHA) is a statutory body that manages all the public hospitals. In 2010, the HKHA began its Supply Chain Modernisation project with the aim to achieve 2 main goals:

- to enable the track and trace large volume of pharmaceutical products through the adoption of global standards,
- to achieve operational efficiency in the supply chain management process.

The briefing provided an opportunity for regulatory bodies, hospitals, pharmaceutical companies and the healthcare sector to have a better appreciation on the benefits and challenges in implementing the GS1 global standards.



The seminar was successfully attended by over 50 participants from the private and public hospitals, senior officers from the Pharmaceutical Services and National Pharmaceutical Control Bureau, Ministry of Health, pharmaceutical companies, healthcare associations and solution provider. The participants found the seminar to be very informative and will take back the knowledge with a view of implementing at their organizations.



GS1 India builds GLN registry for hospitals

GS1 India and the Indian Insurance Informatic Bureau (IIB) under the Insurance Regulatory and Development Authority (IRDA) have signed a MoU early March to develop a National Hospital Registry using GLNs.

The Registry will be the trusted source of reliable healthcare information in the country and will be accessible to various stakeholders including healthcare insurance companies, governmental bodies, regulators and beneficiaries.

The purpose of the healthcare registry is to:

- Uniquely identify each hospital to avoid duplicity
- Build a single source of reliable, updated and authenticated information on location/contact details, treatments, and costs, etc. This is expected to provide visibility and transparency to treatment costs for validating insurance claims submitted by beneficiaries.
- Enable future tariff fixing of treatments to standardise healthcare costs in the country
- Streamline the health insurance process to speed up insurance claims settlement and handling of fraudulent claims
- Build global visibility of Indian healthcare facilities, services and capabilities for international patients
- Enable interoperability with other GS1 Healthcare registries
- Enable greater analytical and reporting to drive decision making by various stakeholders in the healthcare insurance industry.

New Medical Devices requirements in The Netherlands



The Dutch Government is working together with local stakeholders on improving the safety of medical devices. The decision was made to base the national implant registry on the existing registries and to link the product to the patient while protecting patient privacy. The introduction of uniform barcoding will have a positive effect for more complete and reliable registration in healthcare institutions.

The stakeholders in the Netherlands have stated that they see the GS1 standard as the standard for care. There is also a work group for drugs – the discussed implementation timelines of recommendations should be aligned with the EU requirements, which is by 2018, to include a unique product identifier with a serial number, lot number and expiration date on the secondary level packaging. Requirements for identification at primary level packaging are also being discussed, and will start with the high risk medication. This will be adopted in the future but no deadline has been defined yet.

PATH uses GS1 DataMatrix to Track their Vaccines



PATH has organised a pilot in Tanzania to determine whether barcodes could be used successfully to track vaccines and provide automated vaccine arrival reports.

In the project, Pfizer shipped a vaccine marked to Tanzania with a GS1 DataMatrix. The GS1 DataMatrix included a Global Trade Item Number (GTIN), lot number, and expiration date on the secondary packaging of the vaccine.

This was in line with the recent WHO endorsement recommending GS1 barcodes on all packaging levels (except primary packaging). Following the positive results, the project will be rolled out further across Tanzania and also possibly to other countries and for other commodities. Additionally other manufacturers have also shipped vaccines with the recommended identification to Tanzania.

Food Safety



GS1 Malaysia Seminar on Product and Consumer Safety - Establishing Consumer Trust through Global Standards

Today's consumers are influenced by various factors in making their decision to purchase. Consumers buy from brands which they trust in quality and safety for their families. Therefore, ensuring the safety and quality of products and maintaining the confidence of consumers are top priorities for companies in virtually every industry.

Product and Consumer safety is one of GS1's core business requirements. GS1 Products and Consumer Safety portfolio includes food traceability solution, product recall solutions, anti-counterfeit solutions and B2C (Business to Consumer) solutions – Trusted Source of Data (TSD). These solutions are based on open global standards and are not proprietary.



Adoption of GS1 Standards can help industries:

- Implement full chain traceability
- Meet key regulations and safety standard requirements worldwide
- Prevent mislabelling by ensuring trusted source of product information for consumers
- Fight counterfeiting by making it more difficult for counterfeit products to enter the supply chain and easier to detect them
- Detect and recall unsafe products from the market

A seminar on Product and Consumer Safety: Establishing Consumer Trust through Global Standards was held on March 2, 2015. Ms Diane Taillard, Director Safety & Traceability, GS1 together with Mr Patrik Jonasson, Director Public Policy Asia-Pacific, GS1 presented the Consumer Safety Issues and Trends, GS1 Role and Standards for Consumer Safety, Key Applications Supported by GS1 and Global and Regional Initiatives Related to Consumer Safety.



The Global Food Safety Conference 2015

The Global Food Safety Conference organised by the Global Food Safety Initiative (GFSI) was held in Kuala Lumpur on March 3 - 5, 2015. This event took place in Asia for the first time under the theme "Food Safety: a Shared Responsibility". Over 900 decision makers from the food industry worldwide attended this world's leading business-driven food safety event.

The conference, chaired by GFSI Chairman, Mr Cenk Gurol of Aeon, included a range of Asian speakers who gave delegates a new look at how the work of GFSI is truly having a global impact. On the second day there was a ground breaking announcement from Puan Noraini Binti Dato' Mohd Othman, Senior Director, Food Safety and Quality Division, Ministry of Health Malaysia. She announced that the Malaysian Government would be nationalising their Sustainable Supplier Development Program which uses the GFSI Global Markets Programme to help small and less developed businesses get started on the road to certification.

GS1 participated in the exhibition that was held during the conference. About 20 GS1 representatives from 15 GS1 Member Organisations participated in the conference.

Omni-Channel



Alibaba and 40 other Chinese e-commerce companies committed to adopting GS1 standards

The first meeting following the publication of the 'E-commerce Joint Proposal on Barcode Application' was held in Chengdu on 4th June at the 2015 ECR China Conference, hosted by GS1 China and ECR China.

More than 500 delegates and guests from different industries joined the meeting, including retailers, manufacturers, IT companies, consulting companies and logistics companies. The group had good discussions about omni-channel strategies and company reform (change management).

The 'E-commerce Joint Proposal on Barcode Application' is a statement co-signed by more than 40 Chinese companies active in the e-commerce sector, including Alibaba and JD.com among others.

The co-signing companies all promised to respect the principle that each unique trade item should have its own GS1 GTIN encoded onto a GS1 barcode. Signatories of the proposal also promised to insist that manufacturers submit product information in a timely fashion to the 'China Service Platform on Commodity Information'.

Chenghai Zhang, Co-Chair of ECR China and President & CEO of GS1 China pointed out that barcodes will play an important role in modernizing and developing China's logistics and foreign trade.

Zhang believes that the launch of the activity described in the 'E-commerce Joint Proposal on Barcode Application' will greatly improve China's e-commerce and e-retailer business development and enable e-commerce companies to provide even better service to their customers.

Marketing



Packaging Design Does Matter

GS1 Malaysia continued to work with the Academia industry where college students are exposed and introduced to the real working environment. Due to the success of the project last year, GS1 Malaysia again organized the Packaging Design Does Matter project for the 9th time, with KBU International College - School of Design.

The project offered GS1 Malaysia member companies, the opportunity to enhance their packaging designs through the ingenuity of KBU's final year design students. The programme was carried out with success from April 6-10, 2015.

The students designed and re-designed the packaging of the companies' products. The eleven companies that participated in the project were very happy with the designs produced by the students.

