



**PRESS RELEASE**

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## MedAssets Reaffirms Commitment to GS1 Healthcare Standards with Educational Seminar

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MedAssets, Inc. fully supports GS1 global supply chain standards and has recently taken steps to educate healthcare providers on these standards, which will reduce medication errors, lower costs and increase the efficiency of supply chains within the healthcare industry.

MedAssets has long supported GS1 Healthcare US and the adoption of global standards in the healthcare industry. Based on its history working with more than two-thirds of the nation's hospitals and 30,000 alternate site healthcare providers, MedAssets has a unique understanding of the financial issues and quality care imperatives facing healthcare providers today and the benefits that industry standards can bring in addressing these issues.

“Establishing and driving the adoption of global standards in healthcare is critical to improving the quality of patient care while driving costs out of the supply chain,” said Maureen Gender, president, spend management, MedAssets. “MedAssets continues to support supply chain data standards and is committed to educating and working with providers to help them drive increased visibility and transparency across the healthcare supply chain.”

MedAssets reaffirmed its commitment to GS1 Healthcare standards through a recently-hosted GS1 educational session at its annual MedAssets Healthcare Business Summit. Titled, “Are You Ready for the 3Gs?”, the session was led by Director of GS1 Healthcare US, John Roberts, JD, and attended by hospital, IDN and other healthcare provider executives and administrators from across the country.

The session was held to educate healthcare providers on the value of GS1 global supply chain standards and share how-to information for incorporating these standards into their own practices. Session attendees gained insights into the drivers behind GS1 standards for the

identification and traceability of medical products in the supply chain and engaged in discussions on how GS1 adoption can help healthcare providers improve patient safety while also improving supply chain efficiency and reducing costs. Attendees also were given access to a GS1 toolkit to walk them through the implementation process.

The MedAssets Healthcare Business Summit was held April 13-17 at the Mandalay Bay Resort in Las Vegas. The annual Summit drew more than 3,000 attendees from hospitals, IDNs, surgery centers, long-term care centers and other non-acute providers in addition to healthcare vendors who came together for educational sessions, networking and peer-to-peer sharing of best practices.

MedAssets works closely with its contracted vendors to follow GS1 standards, which include the use of Global Trade Item Numbers (GTINs), the Global Data Synchronization Network (GDSN) and Global Location Numbers (GLNs). The Company is currently implementing GLNs and will integrate as vendors can provide the updated information. MedAssets also supports the proposed timeline of implementation for the industry, including working with early adopters of the GLN, the GTIN and the GDSN, as outlined below:

2009: Request that providers and suppliers recognize GLNs and suppliers begin to register GTINs for their products

2010: Require all providers and suppliers to recognize and use GLN by Dec. 31, 2010

2011: Continue to enforce the use of the GLN

2012: Require GTIN for all products from suppliers and providers by Dec. 31, 2012

### **About MedAssets**

MedAssets (NASDAQ: MDAS) partners with healthcare providers to improve their financial strength by implementing integrated spend management and revenue cycle solutions that help control cost, improve margins and cash flow, increase regulatory compliance, and optimize operational efficiency. MedAssets serves more than 125 health systems, 3,300 hospitals and 30,000 non-acute care healthcare providers. For more information, visit [www.medassets.com](http://www.medassets.com).