



# Medical Recall Software Built for Today's Healthcare Supply Chains

## The Startup Lab at GS1 Connect

GS1 Connect® is the annual user conference and exhibition hosted by GS1 US® that highlights the use of GS1 Standards to help drive innovation and business opportunities. Since 2019, The Startup Lab at GS1 Connect has been showcasing emerging technologies that provide GS1 US members with new ideas and solutions.

### The Challenge

In healthcare, recall management needs a reset. With recalls at an all-time high (and climbing), medical device suppliers are spending millions to communicate with customers. Despite these investments, alerts still arrive late. They're sent to multiple people and departments within a hospital. Hospitals receive alerts that aren't relevant to them. What's more, information about consigned assets may slip through the cracks.

For suppliers and providers alike, legacy approaches have led to wasted resources—and unnecessary risks to patient safety.

These challenges started with paper-based alerts and the related economic, environmental, and efficiency issues. They've been compounded by electronic alternatives—services that rely on crowdsourcing. When employees of one hospital receive a paper-based alert, they add that alert to the service, which then electronically "broadcasts" it to other subscribers. While there are some speed and sustainability benefits, the overall effect is to generate noise, compound confusion, and complicate compliance.

### The Innovation

NotiSphere has created a Software-as-a-Service (SaaS) platform for tailored and targeted medical recall communications. It connects medical device suppliers and healthcare provider organizations—enabling *direct* electronic communication between the appropriate individuals within each. The platform's workflow and internal communication functionality offer providers a comprehensive view of all recall activity within their organization.

Recall communications occur via a verified connection—providing a reliable and timely notification of product issues. Implementation and use of Global Location Numbers (GLNs) streamline and simplify the process of "certifying" connections based on verified locations. According to NotiSphere, the two-way electronic communications help providers receive notifications 95% faster than they do using paper. NotiSphere also confirms when providers have received relevant alerts—enabling suppliers to quickly address regulatory compliance requirements.

By replacing current paper-based and crowdsourced communications, healthcare suppliers and providers can reduce cycle time for the overall process; slash the effort



Third-Place Winner



NotiSphere makes it simple to manage healthcare recall communications. The company's recall management software places tasks in one place to prevent recalled items from ever causing harm to a patient.

NotiSphere was selected as the third-place winner of the 2022 Startup Lab Pitch Competition, based on product originality, usability, societal impact, and other criteria.

#### Technology Focus

Digital Disruption/Digital Identity

#### Industry Application

Healthcare

#### Business Processes Impacted

Recall Management

to communicate and consolidate information across the organization; and eliminate excess information and cost. That includes saving the equivalent of half a million trees every year. The ultimate benefit, of course, is a lower risk of patient harm.

“NotiSphere is the only solution that addresses the recall alert process by directly connecting supplier and provider—and only in those cases where the provider is truly affected.”

**Guillermo Ramas,**  
Founder, NotiSphere

## The Power of Collaboration

Companies like NotiSphere can help GS1 US members, solution providers, and partners maximize adoption and use of GS1 Standards, enabling scale, efficiency, and innovation.

NotiSphere offers these benefits to medical device suppliers:

- Efficiently manage the growing volume of recalls with streamlined creation, distribution, tracking, and closure of medical alerts.
- With confirmation of receipt by providers, automatically create an audit trail and achieve compliance with regulatory requirements.
- Eliminate costs and environmental impacts associated with printing and mailing paper-based notices.
- Improve customer satisfaction with more targeted and relevant recall notices.

NotiSphere offers these benefits to hospitals and other healthcare providers:

- Help eliminate the distraction of irrelevant and duplicative recall alerts.
- More easily identify relevant recalls so hospital personnel can respond promptly and effectively.

- Help improve ability to monitor and track all assets, including consigned stock.
- Help reduce risk to hospital operations and patient care and safety.

## GS1 US's Role

GS1 US helps industry standardize the identity of parties, places, and things by issuing unique, persistent, globally interoperable identifiers. Those standards, developed in collaboration with industry, make it possible to provide a consistent, structured way to identify and describe products. GS1 Standards also prepare businesses for the next generation of technology.

Advancements like NotiSphere's medical recall management platform require large, accurate, and structured data sets to deliver maximum value. To that end, GS1 US reviews and evaluates emerging technologies to put hybrid physical-digital identity concepts into practice that foster the adoption of converged identity across a spectrum of real-world use cases.

“NotiSphere is taking a simple yet profound innovation and grounding it with established GS1 Standards,” says Melanie Nuce, Senior Vice President, GS1 US. “Using GLNs to verify recall communications has the potential to revolutionize the way healthcare suppliers and providers collaborate, leading to better product and patient safety.”

## Perfect Your Pitch

Interested in applying for a future Startup Lab Pitch Competition or learning about additional innovation opportunities? The Innovation & Partnerships Team at GS1 US wants to hear from you!

[View the details](#) and email us at [innovation@gs1us.org](mailto:innovation@gs1us.org) to get started.

## About NotiSphere

NotiSphere offers the first medical recall management platform that directly connects medical device suppliers and healthcare providers. The company takes a radically different approach—solving long-standing recall management challenges by connecting the right people in the right places at the right time. The platform helps accelerate the entire communication cycle and shortens the time it takes to make sure no recalled item reaches a patient. This increases patient safety, takes millions of dollars in cost out of healthcare, and ensures that providers can dedicate less time to managing recalls and more time to caring for patients.

To learn more, visit [www.notisphere.com](http://www.notisphere.com)

## About GS1 US

GS1 US® is a neutral, not-for-profit information standards organization that drives industry collaboration through the use of GS1 Standards—the most widely used supply chain standards in the world. The UPC\* barcode, the most recognizable example of a GS1 Standard used to power commerce, is scanned more than six billion times per day globally. More than 25 industries rely on GS1 US to uniquely identify products, places, and other assets, and GS1 Standards to create a foundation for emerging technologies that can improve security, visibility, interoperability, and trust in the supply chain. Unique identification makes it possible to take advantage of the technologies of the future—connecting consumers, patients, businesses, and products.

For more information, contact [innovation@gs1us.org](mailto:innovation@gs1us.org) or visit [www.gs1us.org](http://www.gs1us.org)

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