

GS1 Healthcare US Initiative 2021 Year In Review



As we reflect on 2021, the pace of change in business continued to demand resilience from all of you, our members. We salute your commitment to the use of GS1 Standards in driving supply chain excellence and the collaboration it takes to move industry forward. With your leadership and advocacy in our workgroups, you have demonstrated your support for the foundational value of unique identification of products and locations. You've helped raise the bar for supply chain resilience in the context of automated business processes and digital transformation. This summary is focused on our industry's accomplishments and the contributions of our members in driving the adoption and use of GS1 Standards across the healthcare supply chain.

This past year we delivered a number of resources and engaged our industry to:

- Manage and measure continuing industry efforts for Unique Device Identification (UDI) and the Drug Supply Chain Security Act (DSCSA)
- Enhance information accuracy
- Promote the value of unique identification
- Strengthen the foundation needed for effective patient safety and traceability

Here are just some of the highlights:

Industry Advocacy and Thought Leadership

To demonstrate the value of GS1 Standards in end-to-end supply chain operations, and to advocate the benefits of adoption and use, we have leveraged industry events/communications opportunities.

- Published initiative member newsletters and healthcare industry updates featuring a selection of educational resources and tools to help our community increase the adoption and use of GS1 Standards.
- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:
 - Presented "*The Road to 2023: Preparing for DSCSA Requirements Using GS1 Standards*" at the Healthcare Distribution Alliance Distribution Management Conference
 - Presented "*GS1 Standards for Healthcare Overview*" to the Institute of Electrical and Electronics Engineers P2933 Workgroup
 - Presented "*Improving Item Setup and Maintenance in Rx Products With the GDSN*" at the Healthcare Distribution Alliance Traceability Seminar
 - Held nine healthcare-specific sessions during GS1 Connect: Digital Edition, including:

- *Unleashing the Value of Unique Device Identification (UDI)*
- *Apotex and Pfizer: How Industry Leaders are Gearing Up for DSCSA Interoperability Requirements*

- Enhanced awareness through media coverage with 70 articles, 10 media interviews, and 4 contributed features on topics ranging from barcoding, traceability, unique device identification, serialization, point-of-care scanning, and verified saleable returns of pharmaceuticals in many publications, including 24x7 Magazine, Bio Pharm International Trade Journal, Pharmaceutical Commerce Journal, Pharmaceutical Outsourcing Journal, Healthcare Purchasing News (HPN) Magazine, Pharm Tech, and Blockchain in Healthcare Today (BHYT) Journal.

U.S. FDA UDI Rule and the Drug Supply Chain Security Act

- Updated Guidelines:
 - [*Applying GS1 System of Standards to Pharmaceutical Chain of Custody*](#)
 - [*Applying GS1 Lightweight Messaging Standard for DSCSA Verification of Returned Product Identifiers*](#)
- Conducted Webinars:
 - Demystifying Unique Device identification (UDI)
 - GS1 Healthcare US Government Affairs Update
 - Hosted three times throughout the year to initiative members only
- Published [*2020 Update: Progress on 2023 DSCSA Interoperability*](#)
- Updated and promoted *GS1 Standards for DSCSA for Suppliers Online Certificate Course*
- Promoted other GS1 US Education & Training offerings:
 - GS1 Standards for U.S. FDA UDI Online Certificate Course
 - GS1 Standards for DSCSA for Dispensers Online Certificate Course
 - GS1 Foundations for Healthcare
 - GS1 Standards for Healthcare Providers Online Certificate Course
- Launched self-service identification tool of medical devices in the myGS1 US customer portal in support of U.S. FDA Unique Device Identification (UDI) Rule
- Continued outreach and guidance to manufacturers with inaccurate device identifiers or data errors in the Global Unique Device Identification Database (GUDID)

Enhance the Quality of Synchronized Data

- Published Executive Q&A's:
 - [*Mike Mazur, Director – Trade Operations, Pfizer Inc.*](#)
 - [*Alex Zimmerman, System Director Supply Chain Technology, Baylor Scott & White Health*](#)
- Updated Guideline:
 - [*Best Practice Guide for Sharing Vital Attributes in Healthcare*](#)
- Launched *Pharmaceutical GDSN Workgroup* to develop a proof of concept on required mandatory fields for trading master data with the Global Data Synchronization Network™ (GDSN®)
- Conducted industry analysis in partnership with VDC Research Group, Inc. to understand industry capabilities for the use of 2D barcodes

Promote the Value of Unique Identification

- Hosted Virtual RFID Discovery Workshop to discuss the benefits and use cases of Electronic Product Code (EPC)-enabled Radio Frequency Identification (RFID), including how it supports trading partner collaboration and systems interoperability
- Published [Healthcare Executive Overview: The Role of Standards in the Post-Pandemic Healthcare Supply Chain](#)
 - In collaboration with The Association for Health Care Resource & Materials Management (AHRMM), The Healthcare Supply Chain Association (HSCA), and The Strategic Marketplace Initiative (SMI) organizations

Cross-Industry Activities

- Supply Chain Optimization Cross-Industry Discussion Group
 - Continuing the industry collaboration around supply chain visibility, this year we expanded the focus of the blockchain discussion group to include the linkages between GS1 Standards and supply chain optimization to form this new group. The purpose of this expanded effort is to ensure current and future investments in unique identification via GS1 Standards and quality data to help companies of all sizes continue working toward full visibility and transparency
- Developed cross-industry [EPC-enabled RFID Web Experience](#)

Businesses, particularly those disrupted by COVID-19 challenges in the last 18 months, recognize the foundational value of unique identification of products and locations in running their operations efficiently. Supply chain resilience and performance are functions of the business processes built on identification and automation. Consumer expectations for rich, accurate, and trusted data shape digitization priorities that ultimately lead to supply chain visibility. To this effect, we are also helping both supply and demand-side organizations as well as solution providers get started with a migration path toward the “next dimension” of barcodes in preparation for [Sunrise 2027](#). We have also launched the [Next-Level Supply Chain with GS1 US podcast](#) to broaden awareness of the power of standards. With you, and our other members, GS1 US remains committed to serve and support industry, leading the way for GS1 Standards to be for a key component of supply chain optimization.

You make a difference in the world by keeping supply chains running and providing essential products and services where and when they are needed. Thank you for everything you do, and we look forward to the great work we will do together in 2022!