

# The Importance of Global Standards to Health Care

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Johnson & Johnson

Founded 1886  
New Brunswick, New Jersey  
in a Former Wallpaper Factory



*By three brothers with a dream... that Joseph Lister's theories about sterilization  
could save lives  
in America's hospitals*



## Global Presence

- **World's Largest Health Care Company**
- **119,000 Employees**
- **250 Operating Companies In 57 Countries**
- **Selling Products in More Than 175 Countries**



## Our Statement of Caring

*Caring for the world, one person at a time...inspires and unites the people of Johnson & Johnson.* We embrace research and science – bringing innovative ideas, products and services to advance the health and well-being of people. Employees of the Johnson & Johnson Family of Companies work with partners in health care to touch the lives of over a billion people every day, throughout the world.

# Strategic Framework

## ***Our Credo***

### Operating Model

Broadly Based  
in Human  
Health Care

Managed  
for the  
Long Term

Decentralized  
Management  
Approach

People  
and  
Values

### Business Priorities

Winning in  
Health Care

Capitalizing  
on  
Convergence

Accelerating  
Growth in  
Emerging  
Markets

Developing  
Leadership  
and Talent

# Market Leadership

## Johnson & Johnson #1 or #2

Anti-Anemia

Antipsychotics (Injectables)

Anti-TNF

Hormonal Contraceptives

Quinolone Anti-Infective

Coronary Stents

Minimally Invasive Surgery

Orthopaedics

Sutures

Psychostimulants

Lo-Cal Sweeteners

Blood Glucose Monitoring

Blood Screening & Typing

Electrophysiology Diagnostics &  
Catheters

Disposable Contact Lenses

OTC Pharmaceuticals

Sanitary Protection

Wound Care

Baby & Kids Care

# Johnson & Johnson's perspective

Barcode scanning revolutionized the consumer goods supply chain:

- Reduced stock-outs

- Speeding consumer retail check-out

- Improved accuracy

The health care adoption of GS1 standards can provide many benefits including:

- Increased patient safety

- Improved supply chain efficiency

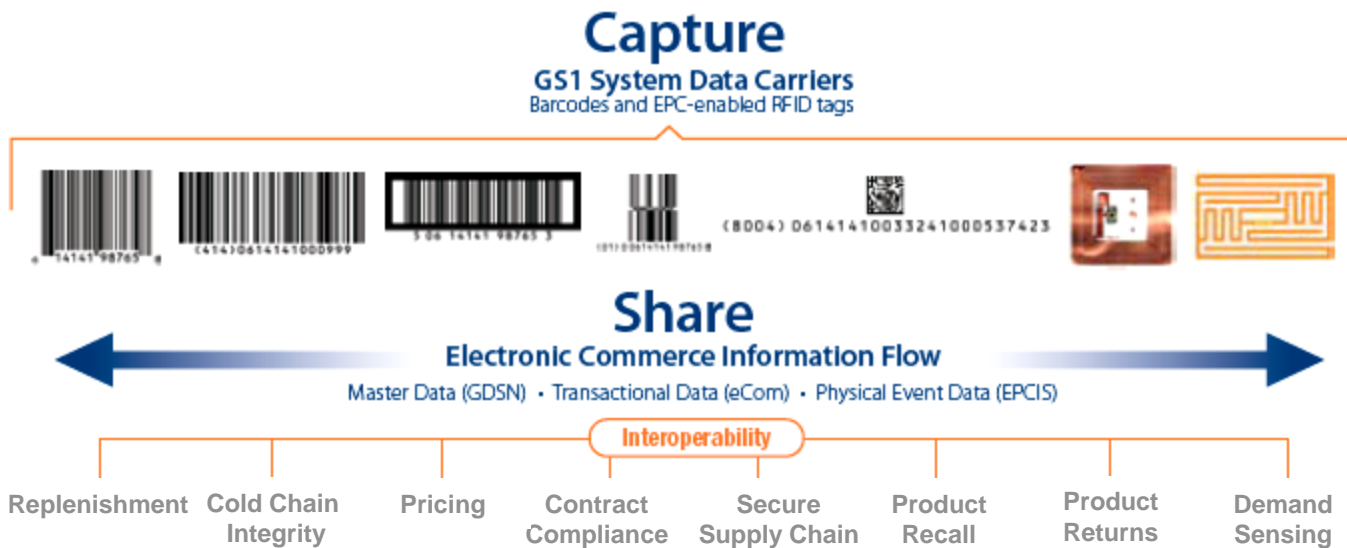
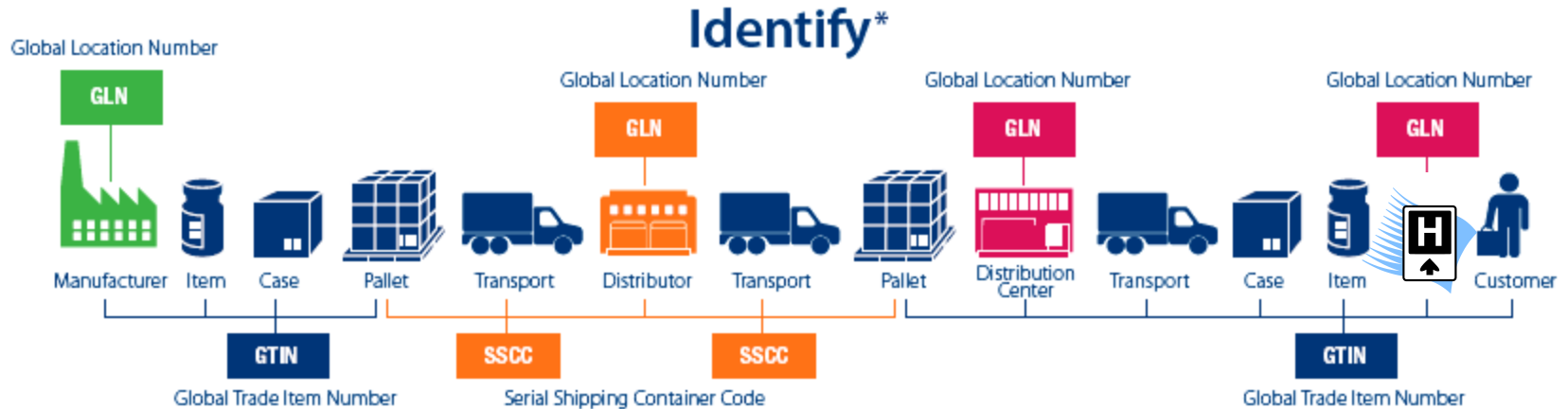
- Strengthening healthcare supply chain integrity

# Challenges in the health care supply chain



- **Medication errors** result in additional treatments, disabilities and even loss of life
- **Counterfeiting** is an increasing global threat
- **Traceability** from manufacturer to patient is unworkable
- **Product recalls** can be difficult to manage, in particular for healthcare providers
- A lot of manual interventions in the healthcare **supply chain** decrease its **efficiency and accuracy**

# GS1 standards and actionable visibility





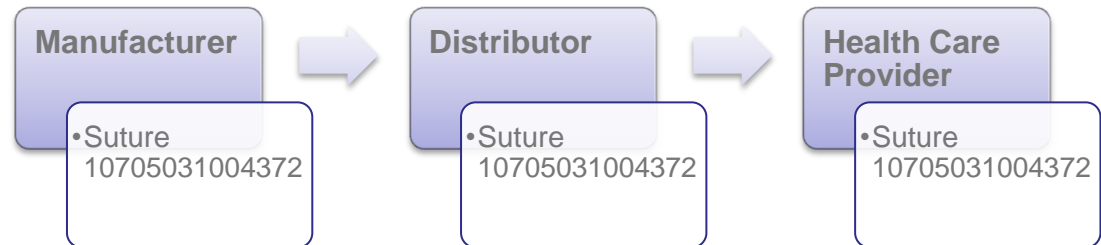
# Global standards – product identification

Single product identifier across the supply chain

**Current State**



**Future State**



# Johnson & Johnson approach Global Trade Item Number (GTIN)

Objective - print GTINs on packaging of all medical devices by year-end 2012  
57,000 GTIN's assigned to date

**Label 1: dextrus Finger-Mounted Locking Forceps**

- Manufacturer: T.A.G. Medical Products, Kibbutz Gatton 25130 Israel, Tel: 972-4-9858400, Fax: 972-4-9858404
- EU representative: MEDNET GmbH, Borkstrasse 10 48163 Muenster, Germany, Tel: +49 (251) 32266-0, Fax: +49 (251) 32266-22
- Distributor: Ethicon Endo-Surgery Inc, Cincinnati OH 45242-2839 USA
- GTIN: (01) 2 081019001 002 4
- Other identifiers: REF FMF02, LOT 1Q34, 080100, QTY 4

**Label 2: PDS-II suture**

- Product: PDS-II, 90 cm, 24 sachets / unidades
- GTIN: (17)150630(10)SHT001
- Other identifiers: W9234T, CT 18213R, 0123

**Label 3: Siltex® Round High Profile Gel Breast Implant Cohesive I™**

- Volume: 125 cc
- Dimensions: 8.4 cm diameter, 3.6 cm height
- GTIN: (01)08717694011411(17)110900(2)1234567-001
- Other identifiers: SN 1234567-001, LOT 1234567, QTY 1, REF 354-4125, 2006-09, 2011-09

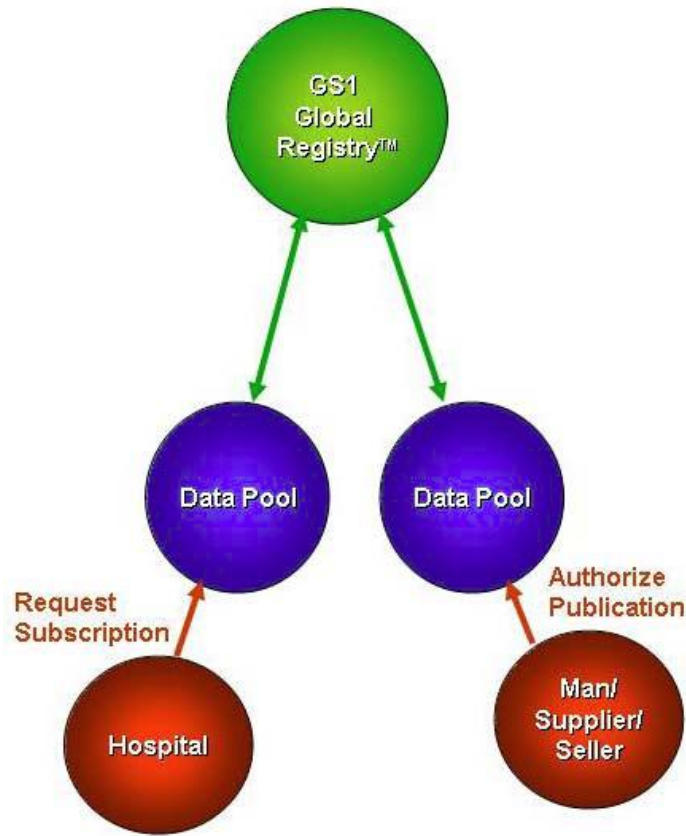
# Johnson & Johnson approach Global Location Number (GLN)

The screenshot shows a web browser window titled "GLN Registry for Healthcare - Microsoft Internet Explorer provided by Network & Computing Services". The address bar shows the URL "https://healthcare.prod.gs1us.org/healthcare/auth/index.jsp". The page content includes a sidebar with navigation links (Locations, Users, Subscriptions, Notifications, Reports, Exports, Import, Help, View User Guide, Print Screen) and a main section titled "Location Maintenance" with "Search" and "New" tabs. The search results table is as follows:

NAME	GLN	ROLE	ADDRESS
<a href="#">ST. PETER CLINIC - MAYO HEALTH SYSTEM</a>	1100004833716	Healthcare Provider	1900 SUNRISE DR STE 200 SAINT PETER MN 56082-5376
<a href="#">Mayo Physician Billing</a>	1100003840104	Healthcare Provider	41 E MAIN ST STE A1 DOVER FOXCROFT ME 04426
<a href="#">Montemayor, Kathleen R., M.D., F.A</a>	1100005603912	Healthcare Provider	6352 RIVER RD NEW PORT RICHEY FL 34652-2241
<a href="#">Austin Medical Center - Mayo Health System</a>	1100004182272	Healthcare Provider	1000 1ST DR NW AUSTIN MN 55912-2941
<a href="#">Mayores Senior Center</a>	1100003485367	Healthcare Provider	2 AURORA L GONZALEZ DR TOLEDO OH 43609-2741

Joined GLN registry and aligning GLN and hospital customer numbers

# Johnson & Johnson approach Global Data Synchronization Network (GDSN)



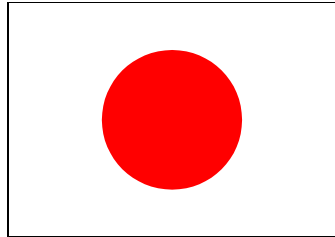
Data pool for consumer products



Data pool for medical devices

# Increasing regulatory support for standards

- Japan



- China



- India



- Spain



- Columbia



- Thailand



- Brazil



- Slovakia



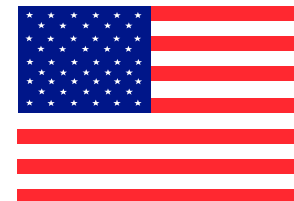
- Turkey



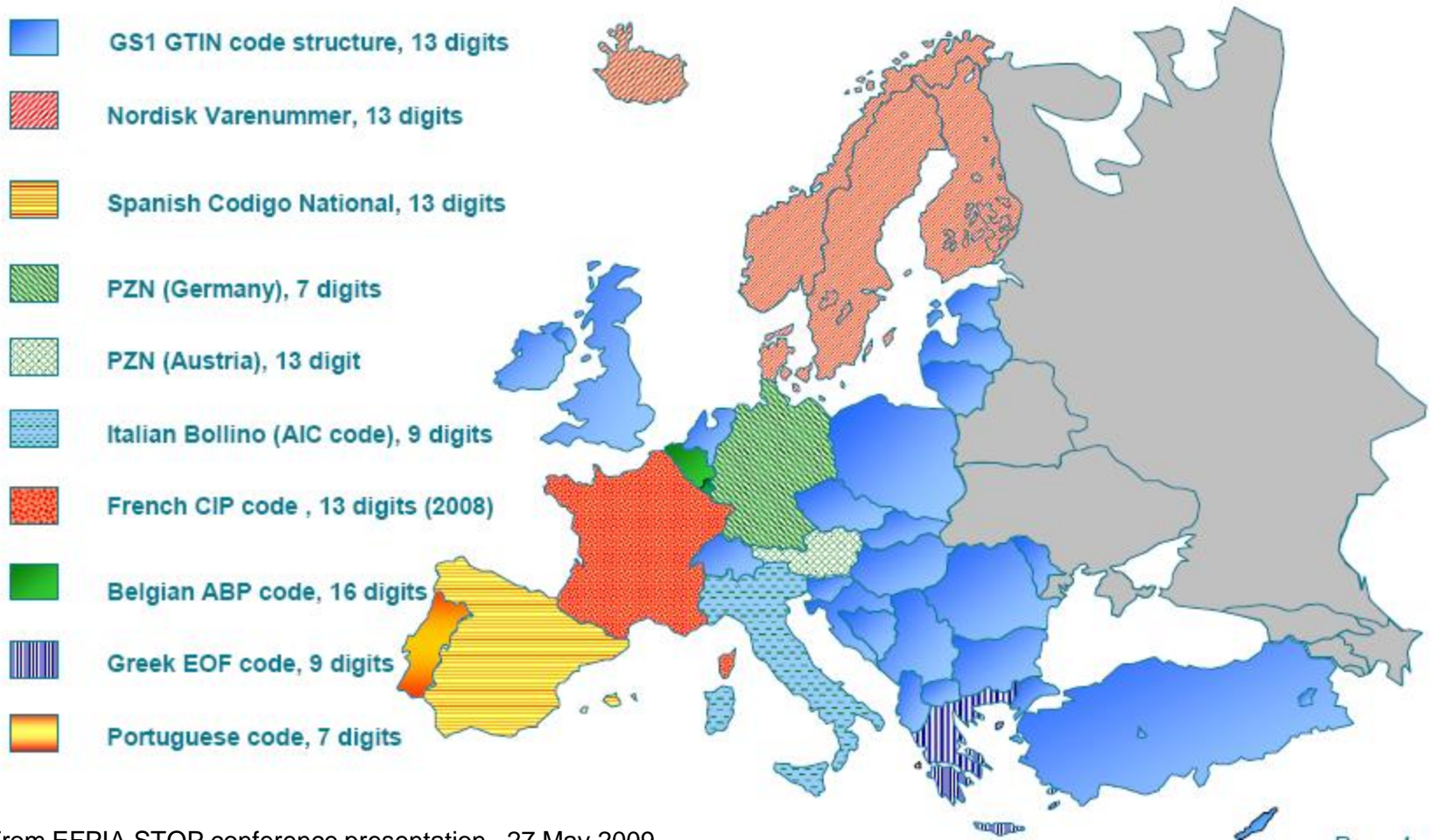
- European Union



- United States



# While support for GS1 is growing.... complex pharmaceutical regulatory landscape



\*From EFPIA STOP conference presentation, 27 May 2009

# Increasing hospital customer demand for GS1

## Examples

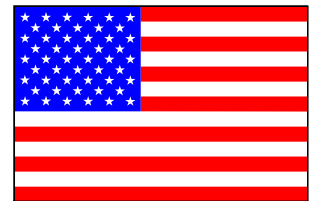
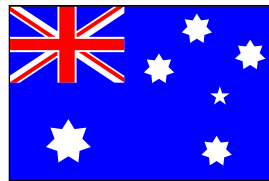
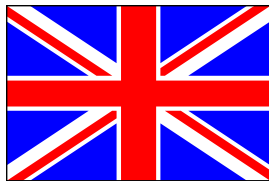
United Kingdom... National Health Service

Australia... National E-Health Transition Authority (NEHTA)

Canada... Ontario Buys Initiative

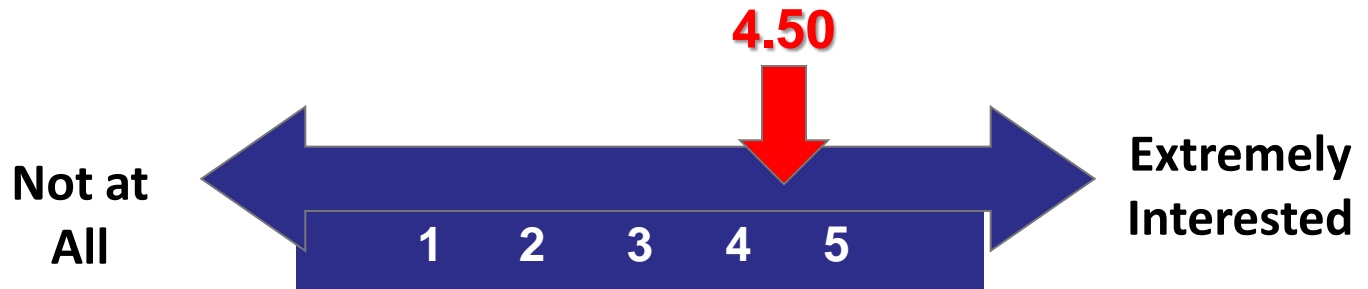
Germany... Sana Kliniken AG, EK-Unico and P.E.G. networks

United States... Mayo Clinic, Geisinger Health System



# Customer expectations

Johnson & Johnson Health Care Systems Inc. conducted a survey of major US-based customers:



**Conclusion:** Customers moving towards global data standards

*"We're going to have one number for each product, so we're going to be able to find products a lot easier. There will be a safety impact. We're going to be able to do data analysis quicker when we compare products, so all the products are going to match. Having one common location number across supply chain partners will make transacting a lot easier, too. Shipments would go to the right place."* - **JJHCS Customer**

n=31

Source: JJHCS 2009 Market Research Initiative

# GS1 BeneLux Health Care Pilot

## AZ Sint-Jan Brugge-Oostende AV and Ethicon



Patient To Patient (P2P)  
supply chain concept

Migration from HIBCC to GS1 GTIN



# Johnson & Johnson GS1 standards adoption

## Consumer

- GTIN adopted globally, assigned to 100% of products
- Major retailers driving GLN adoption
- GDSN in use
- Select retailers piloted EPC/RFID

## Medical Device & Diagnostics

- GS1 labeling migration project underway
  - 57,000 GTINs
- Harmonizing GLNs with “ready” US customers; investigating ROW
- Initiated GDSN project
- Targeted EPC/RFID pilots

## Pharmaceuticals

- Using GTINs to meet FDA & EU barcode rules
- GLN in limited use
- GDSN interest emerging with GTIN sunrise
- EPC integral for serialization and compliance with pedigree and track & trace regulations

# Achieving benefits from GS1 standards

Broad industry adoption

Collaboration across the supply chain

Participation in GS1 forums and workgroups