

GS1 standards into the Supply Chain

Pharmaceutical industry point of view

GS1 Healthcare day

18 October 2010, Brussels, Belgium

**Philippe Majois, Packaging Technology Development
Baxter Healthcare**

Baxter International Inc.



Baxter is a global, diversified healthcare company applying innovative science to develop specialty therapeutics and medical products that save and sustain patients' lives.

Every day, our products and services help treat thousands of people around the world with some of the most complex conditions — from hemophilia to immune disorders to kidney disease.

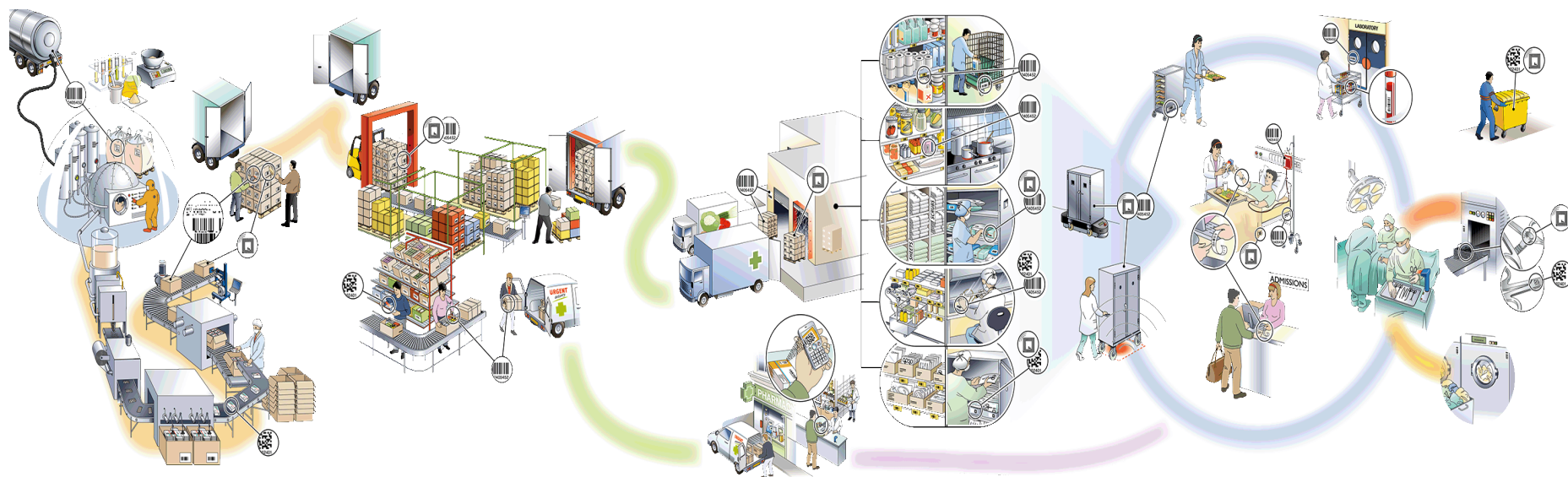


Baxter Global Presence

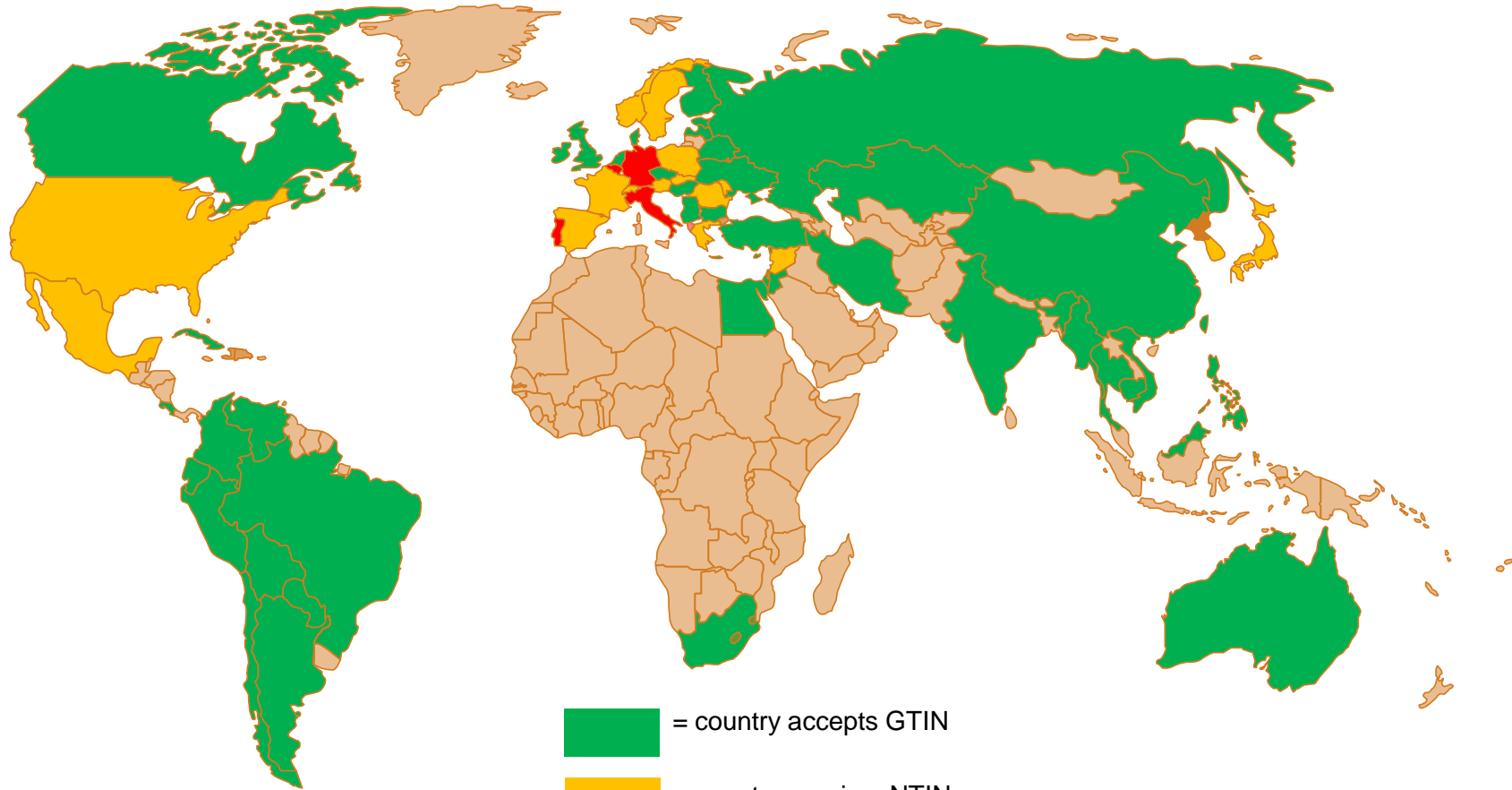
- Manufacturing facilities in 27 countries
- Products sold in more than 100 countries







Global Standards



Identification of pharmaceuticals



-  = country accepts GTIN
-  = country requires NTIN
-  = country requires national ID #
-  = no input available

Keys to Industry Success

- Importance of predictable legislative environment
 - Regional and global coordinated approaches rather than national/ regional initiatives
 - Stakeholder involvement in design of legislation
 - Clear timeframes for implementation of legislation with transition period
 - Need for a risk-based approach targeting high-risk products first
- Need for industry adoption of global standards (GS1)
- Baxter is involved with industry associations, authorities, patient groups and other stakeholders on this important issue to further enhance patient safety

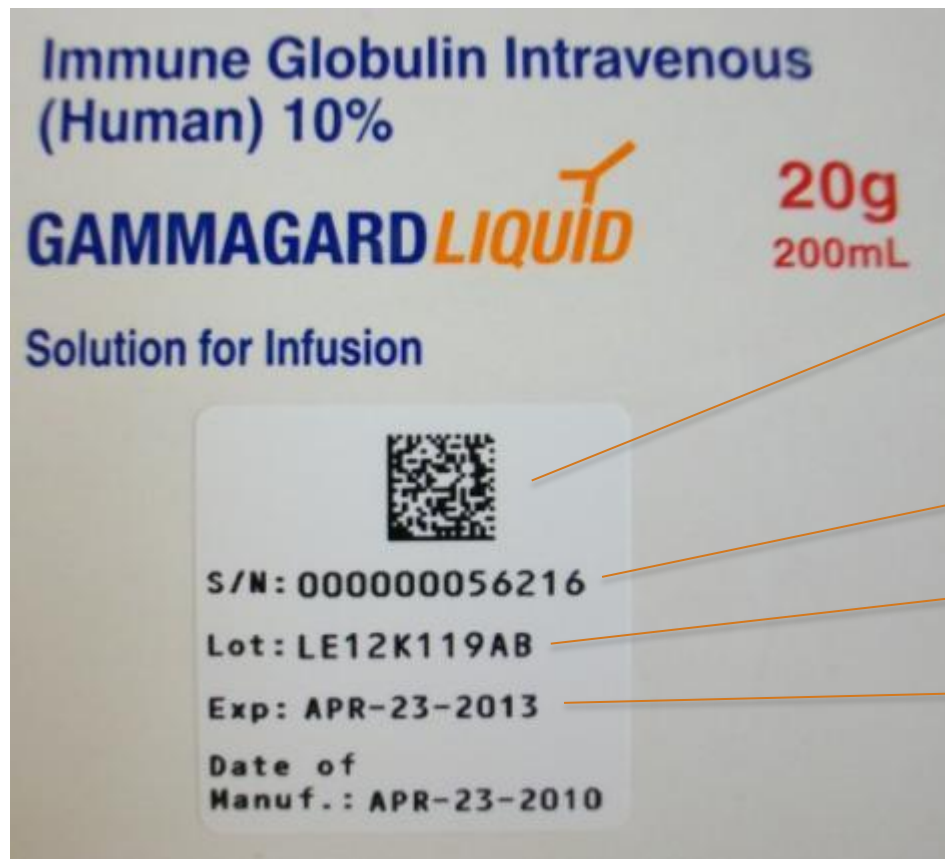
Baxter endorses and strongly supports the GS1 standards for healthcare. We believe that industry-wide adoption of these standards will improve patient safety and will drive increased efficiency and integrity within the healthcare system.

What is Baxter doing ?

- Baxter has declared its strong support to GS1 Standards
- Baxter is engaged with GS1 and other industry groups to develop Global standards
- Baxter BioScience is implementing mass serialization using GS1 standards for Biologics
- Baxter BioScience is participating to different Healthcare pilots in Europe

Participate and Drive engagement with industry groups relative to global standards

Serialization – Unit of sales Label



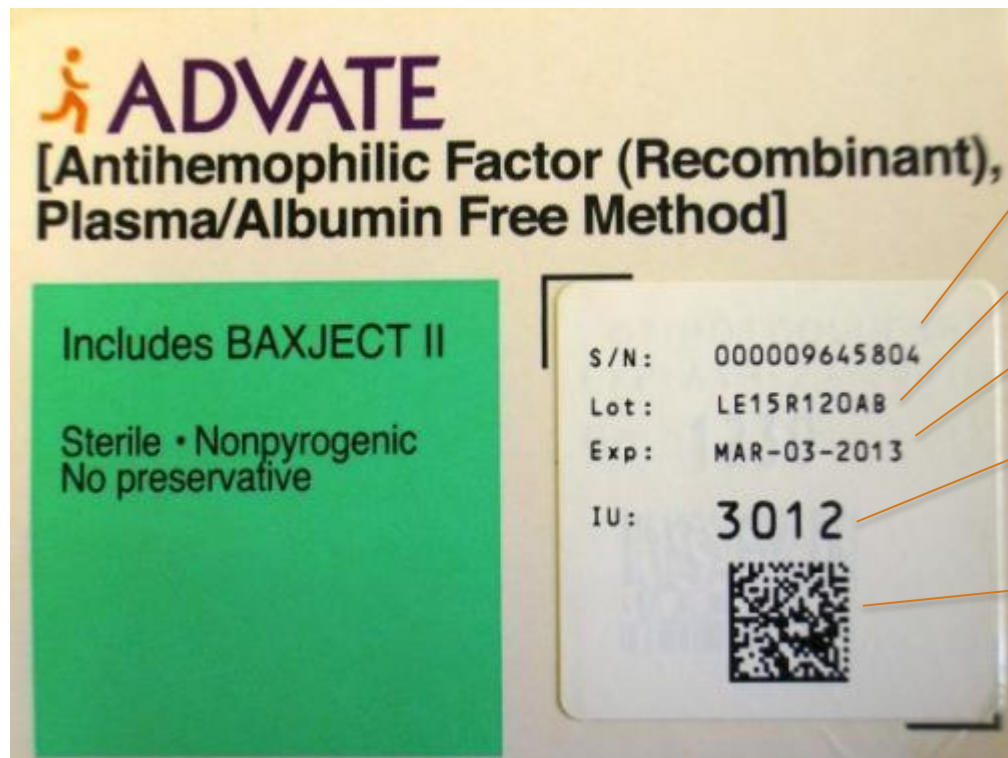
GS1 datamatrix
Contains: GTIN, Lot,
Expiration, Serial
Number

AI(21) Serial Number

AI(17) Lot

AI(10) Expiration

Serialization – Unit of sales Label



AI(21) Serial Number

AI(17) Lot

AI(10) Expiration

AI(92)>(7004) Potency

GS1 datamatrix
Contains: GTIN, Lot,
Expiration, Serial
Number, Potency

Serialization – Shipping unit



AI(01) GTIN

AI(17) Lot

AI(21) Serial Number

AI(10) Expiration

GS1 128
Contains: GTIN, Lot, Expiration, Serial Number

Manually Enter



0942970405

Center barcode on screen as large as possible while still in focus. Tap Screen To Focus.

< Items **Dianeal**

 **Dianeal Low Calcium PD Solution**
✔ **Valid**

Basic Drug Information

Drug Name:	Dianeal
Manufacturer:	Baxter
Quantity:	6
Dosage:	Single Bag
Container Size:	2000 ml
Lot Number:	9201801
Expiration Date:	2014-10-01
Product Code:	5B9868P
Serial Number:	B54LK95
GTIN:	00309410426536
National Drug Code:	0941042653

Ownership Path

Baxter
 Manufacturer
 Address: One Baxer Parkway
 Deerfield, IL 60015 >

Dates of ownership: 2010-01-05 - 2010-02-08

Cardinal Health, Inc.
 Distributor
 Address: 7000 Cardinal Place
 Dublin, OH 43071 >

< Dianeal **Baxter**

Baxter

Transaction Information

Shipped on:	2010-02-08
Identifier:	0802665
Type:	Sale

Shipping Information

Name:	MLC
Address:	1855 Shelby Oaks Drive Memphis, TN 38134

License Information

License #:	0000001013
License Agent:	
License State:	IL
Address:	One Baxter Parkway Deerfield, IL 60015

Contact Information

Name:	Customer Support
Title:	Support Agent
Phone:	847-948-2000
Email:	Custsupport@baxter.com
URL:	http://customersupport.bax...

Certification Information

Questions?

