



European Healthcare Initiative

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RFID in the Healthcare Supply Chains of Europe

EPC setting the standards

GS1 Europe's EPC event
an outstanding success

*Delegates of Brussels
conference and exhibition give
a clear vote of approval*



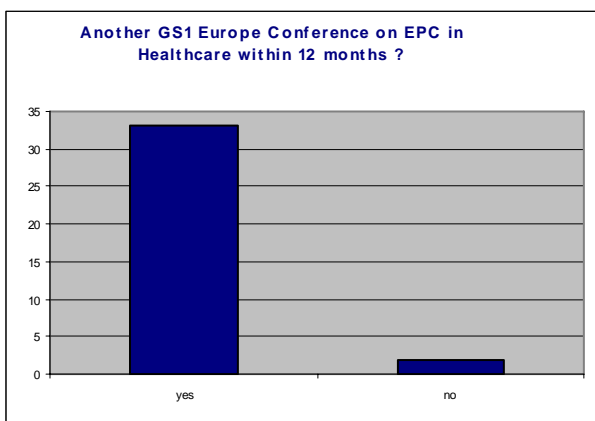


GS1 Europe's EPC event an outstanding success

Delegates give a clear vote of approval

On 21st June in Brussels, GS1 Europe hosted its second EPC in healthcare event which has received high praise from delegates and speakers alike. Entitled '*RFID in the Healthcare Supply Chains of Europe - EPC setting the standards*', the conference and exhibition aimed to bring delegates up to date with the latest news from EPCglobal and standards development for healthcare as well EPC news and views from a wide variety of industry speakers.

More than 80 delegates from 15 countries, including representatives from regulatory bodies, industry, hospitals and solution providers, attended. Without exception they were impressed by the quality of the speakers and content of the presentation materials. Some even decided on-the-spot to join a highly innovative EPC traceability pilot being planned now by the European Healthcare Initiative, GS1 Europe's flagship project for healthcare.

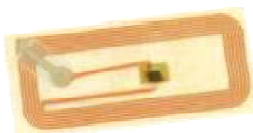


Jim Bracken, Director of GS1 Ireland and Chairman of the European Healthcare Initiative's Supervisory Board enthused: "*The success of the day is measured by the result - more than 90% of the delegates asked us to organise another event of this kind within the next 12 months!*"

Objectives for the Event

The event was designed to help healthcare professionals understand the reality of RFID and the current status of standards development and adoption in Europe. It was essential for anyone involved in the European healthcare sector – in manufacturing, supply chain management, logistics and packaging and, importantly, in the hospital sector. Delegates were

brought uptodate on the latest news from expert speakers on EPCglobal healthcare standards development, the opportunities for track and trace as well as, through case study, the adoption of EPC and the vision for EPC in the hospital. A hands-on exhibition helped to keep delegates abreast of technology developments too.





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The conference

11 speakers covered the wide spectrum of EPC in Healthcare and Life Sciences (HCLS). Updates from EPCglobal Europe and the HCLS Business Action Group explained the audience the scope of EPC to the audience – which is not limited to any single market – and the way EPC is building its standards based on the needs of HCLS users in a bottom-up process.

Solutions Providers also shared their experiences in the use of RFID in logistics and as a fundamental part of anti-counterfeiting applications. Domino Printing Sciences Plc, the event's "gold sponsor", drew a picture of a large-scale pilot project, involving UK hospitals and several pharma suppliers from various countries in Europe.

Users of RFID techniques presented their views about the use of EPC. From the manufacturer's point of view, the benefits in terms of logistics and anti-counterfeiting by securing the full supply chain in form of an electronic Pedigree. As one of the end users of the supply chain, the hospital has a keen interest in having highly accessible data due to the requirements of healthcare providers for information retention and access over very long periods of time, covering a number of human generations.



The exhibition

Exhibitors included one TAG manufacturer (TAGSYS) and two Solution Providers (Unisys, Domino Printing

Sciences). They offered visitors a unique opportunity to exchange information and better understand the goals of EPCglobal and status of RFID technologies.

The EPC network

The EPCglobal Network is a framework that enables immediate, automatic identification and sharing of information on items in the supply chain. Using RFID and the internet, and harnessing the power of current information systems, the EPCglobal Network provides for immediate, automatic and accurate identification and location of any item in the supply chain of any company, in any industry, anywhere in the world. The

potential benefits of its widespread use in European healthcare are vast.

EPCglobal with the EPC Network offers a solution to a key issue for healthcare and particularly the pharmaceutical sector – that of counterfeit and fraud. According to the US Food and Drug Administration, the EPC Network offers the best potential to fight counterfeiting of goods.

