Value proposition for solution providers supporting GS1 standards

Target
Who are the target audiences?

Solution providers worldwide, providing solutions related to patient care and supply chain in hospitals, retail pharmacies and other care environments:
- Providers of software and hardware solutions, systems integration and consultation services
- Specialists in patient, clinical and supply chain solutions for hospitals and retail pharmacies

Need
What important issues do they have?

- Attract and win new clients: hospitals, logistics service companies and retail pharmacies.
    - Expand into new markets.
    - Further penetrate existing markets.
- Maintain market share.
    - Ensure ability to meet changing client and industry imperatives.
- Become an innovative trusted business partner.
    - Help healthcare clients better understand the potential for their operations.
    - Work with clients to transition from current state to potential future state.
- Become a visionary thought leader in given markets.
- Gain information and direction to develop new, relevant products and services or modify existing solutions based on sector needs.
- Comply with regulations and support healthcare clients in addressing these regulations.
- Network and collaborate with peers to create complete solutions for clients.

Today's Solutions
How are they solving their needs today?

Why do something different in the future

- Working with clients' own, in-house-developed proprietary approach; solutions may not be interoperable with other trading partners' solutions nor be "future proof" investments
- Working with native system or solution capabilities not aligned with global standards
- Customising solutions on a client-by-client basis
- Using external tables and data sources to create linkages
- Developing and maintaining middleware / edgeware to meet changing needs
- Relying on manual processes

Offer
What does support of GS1 standards as part of solutions offer concretely to your organisation?

- **Meet your healthcare clients' needs** by helping them implement the global standards driven by requirements in regulations, contracts and tenders or business priorities for process improvements in patient care and logistics.

- **Differentiate your business** by linking your expertise and capabilities with those needed to support global standards being adopted in the healthcare marketplace.

- **Expand your product portfolio and value-added services** by taking part in pilots and projects and by offering solutions that natively support GS1 standards.

What does engagement with GS1 offer concretely to your organisation?

- **Become a healthcare industry thought leader** via editorial opportunities in GS1 publications and by encouraging your customers to share their successful GS1 implementation stories at GS1 events.

- **Provide interoperable solutions for both intra-enterprise and inter-enterprise connectivity,** irrespective of other solution partners within the implementation environment.

- **Gain access to information and GS1 experts who will support your staff's knowledge** about emerging needs and how to better guide clients.

- **Network with potential clients** by meeting market leaders at GS1 Healthcare events and industry conferences.

- **Participate in joint activities** where end users who have implemented your solutions together with GS1 standards can showcase their work and success.

- **Gain a better understanding of industry trends** by gaining access to information and exchange ideas with industry peers and thought leaders.

- **Influence the future creation of healthcare standards and solutions** by participating in standards development

- **Satisfied customers that feel that they have been well advised** with regards to current needs and future extensions

Benefit

What advantage does support of GS1 standards and engagement with GS1 (uniquely) provide?

Grow your business and enhance your brand.

- Meet healthcare clients' needs by implementing their requirements, whether driven by regulations, trading partners and/or process improvements.

- Differentiate your company in the healthcare marketplace.

- Expand your product portfolio and value-added services.

- Become a healthcare industry thought leader.

- Provide interoperable solutions for both intra-enterprise and inter-enterprise connectivity.

- Gain access to information and experts who will enhance your staff's knowledge and expertise.

- Network with healthcare market leaders.

- Participate in joint activities by leveraging your customers' implementation stories for the development of case studies, presentations and other promotional collateral.

- Gain a better understanding of industry trends.

- Influence the creation and future of healthcare solutions.

- Save time and money; as solutions already exist, avoid "recreating the wheel."

- Facilitate interoperability of your solution with others that also support GS1 standards

- Increase your customers trust ensuring to them safety in the Healthcare landscape

Reason Why
What is better than today's solutions that justifies the benefit?

- Governments, regulators, hospitals and retail pharmacies in more than 70 countries are driving implementation of GS1 standards in healthcare and many of the implementations require solution providers to support GS1 standards in their systems and processes to provide appropriate solutions to their customers.
- As GS1 Member Organisations engage and work with hospitals and retail pharmacies, they are building implementation knowledge bases and driving the need for GS1 standards beyond regulatory requirements, resulting in hospitals and retail pharmacies increasingly asking for GS1 standards to support their processes and solutions.
- GS1 standards enable real change and improvements in patient care and logistics with more efficient workflow, increased accuracy, reduced risk and improved safety practices.
- GS1 standards give you and your clients peace of mind since they enable "quality" and "security" throughout the healthcare environment.

Facts and Case Studies
What compelling facts and case studies illustrate the benefits?

The following are examples of countries or regions where GS1 standards are being implemented by hospitals and retail pharmacies across a range of business and clinical processes. This is not an complete list, but simply one that provides examples of activities around the globe.

Detailed information can be found in both the GS1 Healthcare Public Policy Database and the GS1 Healthcare Provider Database.

- Europe: Falsified Medicines Directive (FMD) and Unique Medical Device Identification (UDI) regulations
- England: Department of Health's NHS *Scan4Safety* Programme
- U.S. UDI hospital pilots and other proof of concept activities, as well as the US FDA Drug Supply Chain Security Act (DSCSA)
- Australia: Wide ranging hospital-driven implementations, including Ramsay Healthcare, South West Healthcare, as well as the work of Australian Digital Health Agency Program (formerly NEHTA)
- Turkey: Various traceability initiatives for both pharmaceuticals and medical devices
- Qatar: The work of Hamad Medical Corporation
- China: The work of the Shanghai FDA
- Netherlands: Various traceability implementation projects focussing on the operating theatre and bedside scanning, including Bernhoven Hospital and Elisabeth-TweeSteden Ziekenhuis
- Brazil: ANVISA requirements / legislation / regulation
- Saudi Arabia: Saudi FDA requirements