GS1 Malaysia Healthcare Trial Project

GS1 Malaysia, in collaboration with Caring Pharmacy Retail Sdn Bhd and Duopharma Malaysia Sdn Bhd, championed a Healthcare Trial Project to demonstrate to all the stakeholders the benefits of having full visibility in the movement of pharmaceutical products in their supply chain.

The trial project, themed the "**Pharmaceutical Products Authentication and Getting Started with Track & Trace: Manufacturer to Distributor to Retailer**", made full use of the **GS1 2D DataMatrix**'s ability to provide product visibility, authentication and verification throughout the entire supply chain. This is especially important to the stakeholders of this project in light of the many counterfeit pharmaceutical products currently flooding the market, and the high instances of theft while the product was in transit.

The trial project has been successfully completed and has demonstrated to the stakeholders the effective track and trace of the products used for this project, from the manufacturer, to the distributor, and finally to the retailer, by using the GS1 2D DataMatrix containing both static information, such as GS1 identification keys, and dynamic information, such as the expiry date and batch number of the products in question.

This was demonstrated to our stakeholders using **GS1 Malaysia's Member Product Databank**, which contains product information from our members, as well as **GS1 Malaysia's Databank Mobile App**, which allows a user to scan a barcode to retrieve static product information from the Member Product Databank and display it and any dynamic information from the barcode in an easy to understand and read format. Both services are available to our members now, and can be tailored to fit a particular sector's requirements, such as the need for product information security in the Healthcare sector.

In summary, the benefits of the 2D DataMatrix, the Product Databank & the Mobile App are as follows:

- Allows for optimal control over inventory and stock,
- Enables the ability to make informed managerial decisions based on the easy & reliable information obtained,
- Reduce wastages from over-stocking and expired products,
- Allows any stakeholder to independently verify & authenticate products using nothing but their mobile smart device.
- Provides a secondary backup repository of pertinent product information.

Should you wish to find out more about our standards or services, kindly contact GS1 Malaysia at GS1Malaysia@gs1my.org.