

# GS1 e-Newsletter Jan – March 2016

## HEALTHCARE

### Letter of Support

#### **GS1 Malaysia has a big breakthrough in Healthcare!!**

GS1 Malaysia has received our first letter of support from a healthcare company!

We have received our first letter of support from a healthcare company called PharmaServ Alliances Sdn Bhd. PharmaServ is the buying and negotiating house for KPJ Healthcare Bhd, group of hospitals. PharmaServ wanted to raise the percentage of medical products received with GS1 bar codes and has asked GS1 Malaysia to assist them on this. GS1 Malaysia has organized a briefing on GS1 benefits and implementation for their suppliers.

PharmaServ wants their suppliers to provide the medical products with GS1 bar codes on the packaging. PharmaServ believes that partnership with GS1 Malaysia will benefit them and will accelerate the development and adoption of GS1 global standards in the Malaysian healthcare sector.



### **Global GS1 Healthcare Conference**

The Global GS1 Healthcare Conference was held in Budapest, Hungary from October 20-22, 2015. The 3 day conference covered hospital implementation, traceability and Unique Device Identifier (UDI) track & trace initiatives. The conference was attended by more than 300 participants from 40 different countries.

Three personnel from Pharmaceutical Services Division of Ministry of Health Malaysia attended the conference with GS1 Malaysia.



# Are you ready for UDI?

Unique Device Identification for medical devices

## GS1 UDI Training

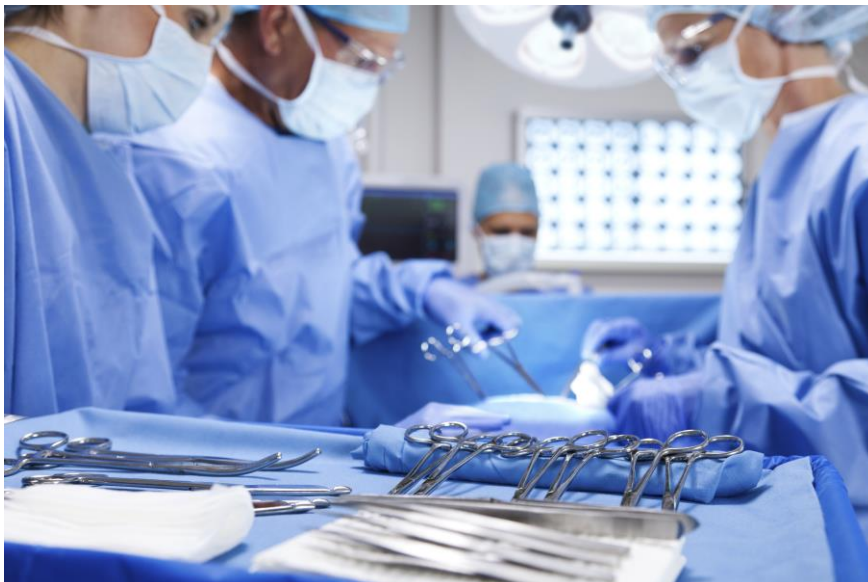
The United States Food and Drug Administration (FDA) had made patient safety a strategic priority by developing legislation for Unique Device Identification (UDI). UDI is expected to improve patient safety and Healthcare business processes. A single, global system of standards is fundamental to enable an efficient and effective implementation of UDI by all Healthcare stakeholders worldwide.

**GS1 has received accreditation** by the FDA as an issuing agency for UDIs. The **global GS1 Standards meet the government's criteria** for UDIs. GS1 Standards are already in use by leading healthcare manufacturers, and are recognised across the healthcare industry as a unique identifier of medical/surgical products for every level of packaging.

Healthcare manufacturers around the world can create and maintain a **compliant UDI number** (i.e. GTIN) by following the requirements of the U.S. FDA UDI Rule and the GS1 General Specifications.

GS1 Malaysia provides GS1 UDI training to help local manufacturers to address requirements of the new FDA UDI regulation, which was published in September 2013.

Please contact GS1 Malaysia for more information.



## ASSISTING THE SMEs

1. GS1 Malaysia was invited to be a speaker at SIRIM's programme to improve the design packaging of food entrepreneurs of Selangor. The event was held at SIRIM office and about 30 food entrepreneurs attended the event.



2. GS1 Malaysia participated in MARDI's workshop for "Halal Certification and Guidance for Entrepreneurs". The event was attended by mostly food entrepreneurs.



3. GS1 Malaysia was one of the speakers at the briefing organised by the Development of Selangor's Entrepreneurs Committee, under the Economic Planning Unit of the Prime Minister's Office. The briefing was held for entrepreneurs in the food industry. Over 100 entrepreneurs participated in the event.





## TRAININGS

1. A GS1 training was given to SME Corporation officers from all over Malaysia at their office. The training covered the "what and why of GS1", the benefits of GS1 standards and how companies can apply for the GS1 bar codes.



2. A GS1 Training was held for the AEL Engineering Sdn Bhd at Parit Buntar, Perak on February 18, 2016. The company joined as a subscriber to the GS1 System in January 2016 to fulfil the requirement by their trading partner Google Inc, US. They were required to implement a new labelling requirement on the packaging comprised of Serial Shipping Container Codes, Customer Part Number, Counts of Item, Country of Origin, Packaging Date, Expiry Date, Number of Cartons per Pallet and Container Gross Weight using GS1-128 barcode symbols. The training covered areas on GS1 Identifications and Barcode Symbols, GS1 Application Identifiers, GS1-128 Symbol, SSCC for Logistics Unit Identification and Specification for GS1 Logistics Label. Twelve staff attended the training from several departments including Process, MIS and Purchasing.



## OMNI CHANNEL

### Usage of GS1 SmartSearch Standards Allows Businesses to Increase Online Sales!



GS1 has been working collectively with our members, standards organisations (W3C) and search engine companies to increase the ease of discovering and describing products on the internet. With the release of Schema.org 2.0, GS1 SmartSearch has been welcomed as its first external extension.

#### **What does this mean?**

What this means to businesses is that with the GS1 SmartSearch standards, businesses can now **increase sales** through driving more relevant search engine results and having more detailed and accurate product information displayed in the search results.

#### **How does it work?**

Briefly, the GS1 SmartSearch standard and guideline achieves these benefits by making it possible to create structured data about a product and relate this data to its identification number (GTIN). The GTIN is the same number found physically on a product's barcode scanned at Point-of-Sale (POS). The structured data about the product can then be picked up by search engines, smartphone apps, etc. to deliver the information a consumer is looking for on the product.

#### **What should I do?**

Take this opportunity to get ahead of the competition! To find out more about the GS1 SmartSearch standard and/or to explore the possibility of running a proof-of-concept with GS1 Malaysia, please contact Albert Ang ([albert@gs1my.org](mailto:albert@gs1my.org)) for further information.