

UDI Adoption for Medical Device Manufacturers
Sponsored by the Medical Device Supply Chain Council and GS1
October 22, 2009, 8:00am – 12:00 Noon
Hilton Bonnet Creek, Orlando, FL

The UDI initiative will impact all of us in the Medical Device supply chain. This initiative will bring some sweeping changes to the industry as new standards for healthcare emerge across the globe. The pressure to reduce healthcare costs will push standardization faster and faster.

Thanks to the Global Harmonization Task Force and other similar efforts, it is clear the UDI will become a model of sorts for medical devices and regulators around the world. Domestically, there are significant initiatives in the US Hospital market driving standards adoption which are also compatible with the proposed UDI initiative.

On October 22nd, plan to attend a half day session, sponsored by the **Medical Device Supply Chain Council**, to review initiatives, discuss current adoption paths and timelines, and build some consensus on how to create more opportunities to work together to harmonize and coordinate to make the adoption process more productive for everyone.

Who Will Be Attending?

- Representatives from Medical Device manufacturer (GS1 or Medical Device Supply Chain Council membership is not required to participate in the meeting). Any representative from a Medical Device manufacturer is welcome to attend.
- Representatives from key organizations involved in this initiative (e.g., GS1, GHX and the FDA).
- Other participants in the healthcare supply chain (e.g., distributors, GPO's, invited healthcare providers).

Who Should Not Attend?

- **Attendance is limited to Medical Device manufacturer representatives and invitees.**
- This meeting WILL NOT focus on adoption by healthcare providers, and is therefore not appropriate for attendance by representatives from those organizations.
- This meeting is not open to vendors or other third parties such as consultants.

Why Attend?

If you are asking some of the following questions, you may want to consider attending the ½ day workshop:

- Standards? What standards?
- Is "this thing" for real?
- How does UDI relate to the US Hospital initiative?
- What is the current status of standards definition?
- Is GS1 going to be THE standard?
- Where does GS1 stand relative to completion of data standards definition?
- Do the standards need to be fully defined before I can get started? I don't want to do throw-away work.
- Is there an agreed upon industry schedule for adoption?
- How do you define UDI Compliance? How do you define "success" from a project perspective?
- How much progress toward adoption is being made by Providers?
- Where do I find out about global versus US initiatives and requirements?
- How do I get started?
- What exactly do I need to do?
- There appears to be a lot of work in such a short timeframe. How much effort is this really going to be?
- Where can I find out more information?

- What is the case for change, and how do I sell it to management?

Meeting Objectives

- Identify ways to drive broader medical device manufacturer adoption. While we will discuss the current state of adoption for other healthcare supply chain participants (distributors, GPO's, providers), we will not focus on driving industry-wide adoption ("curing world hunger syndrome"). ***Our focus will be on facilitating manufacturer adoption.***
- Provide a basic understanding of current adoption initiatives, and what tools are available for manufacturers to support adoption (progress to date).
- Identify obstacles to adoption and what can be done to overcome them based on the knowledge and experience of the meeting participants (lessons learned). This includes how we need to interact with and impact broader healthcare supply chain participant organizations (distributors, GPO's, providers, industry groups, other third parties).
- Identify specific needs from the Medical Device manufacturer community and opportunities to address those needs.

Meeting Agenda

- I. Opening Comments - Mike Wallace, Abbott Labs (10 minutes)
- II. Individual Introductions, Roles, Company Adoption Status, Individual Needs (30 minutes)
- III. Meeting Participant Adoption Experiences with Q&A (60 minutes)
- IV. Adoption Obstacles and Potential Responses (30 minutes)
- V. Overview of Available Information and Tools from GS1 (30 minutes)
- VI. Roundtable Discussion on Opportunities to Facilitate and Speed Adoption (60 minutes)
- VII. Determination of On-Going Need for This Group and Next Steps (20 minutes)

For additional information, please contact Kevin Stout, Executive Director, Medical Device Supply Chain Council, kevin@medsc.org, Phone: (215) 680-0441.

To register for this workshop, simply check that you will be attending on October 22nd during your UDI Conference registration process online at <http://www.UDIconference.com>.