



Tale, Gitte Bengtsson, ved konferencen Global GS1, 21. oktober 14

Thank you for the invitation and the opportunity to give a brief overview on the background for implementing the GS1 standards in a Danish setting.

I'm the director for Regional Development in Danish Regions, which is the interest organisation for the five regions in Denmark. The five regions are responsible for running the entire healthcare system, the mental health service and the regional development.

Our welfare state and the healthcare system are very precious to the Danes and is highly supported from the citizens. The reason could be that we focus on three goals:

1. Increased efficiency and effectiveness
2. Increased quality for the patients

3. Establish a breeding ground for business development and growth

Side 2

In this regard I would like to say that increased effectiveness and quality is not a question of choosing either/or- it is rather a question of prioritising both. The new solutions in the healthcare system need to be both efficient and provide the best quality for the patient if we have to meet the challenges that are facing us.

This threefold bottom-line reflects the visions that the regions have for the healthcare system of tomorrow.

As I mentioned earlier, the regions are responsible for two central areas: healthcare and regional business development. The regions strive for close collaboration between these two areas to create an improved and more efficient healthcare system with patient-centred care. It is not new for the regions to collaborate with businesses regarding the health area; they already collaborate with private businesses in areas such as research and development and procurement. And both the regions and businesses stand to gain from this collaboration. This is why the regions have presented the political initiative “Healthy growth”, where we tie ourselves to implement the global standards GS1.

Now that we are taking steps toward the implementation of Global Standards in order to underpin the triple bottom-line, we are exploring a new area for business collaboration.

In this regard, I would like to start with presenting the way we in Denmark have decided to implement the global standards.

- We are experiencing a lot of pressure on our healthcare system, as are other European countries these years, which have made us turn to the private sector for ways to make our system more efficient and increase quality. The experience from private enterprises shows that considerable savings can be made by increasing centralisation, standardisation and technological support of logistics functions. Harmonised optimisation of the regional logistical structure is to secure savings both for the regions and for their suppliers.
- We found that in order to achieve these benefits, we needed to optimise the logistics of the entire healthcare system and healthcare supply chain. At the moment, the healthcare supply chain, from

manufacture to patient, is fragmented, which is inefficient and expensive. This need for improving the healthcare supply chain has become clear to the regions and that's why we have decided, to implement global standards for the goods in the entire healthcare system.

- Since this decision was made in the regions, it has become an interest on a national level. In corporation with the government, the regions' choice of implementing GS1 standards was obvious as it is the most international widespread standard within the healthcare system. Thus, our suppliers have started to use GS1 which gives them an advantage on an international market.
- Now that it has been elevated to be of national interest, we all have an obligation to implement GS1 standards.

The next step at the regional setting is that we have established a group consisting of healthcare CEOs and Regional CEOs, who manage the implementation of global standards in the regions. We find it extremely important that the regions are committed at the highest level in order to make the implementation smooth. The next step is that Global standards are implemented in the entire sup-

ply chain and our responsibility is to secure that Global Standards is implemented in our healthcare system and on the hospitals.

Side 5

By choosing the GS1 standards, we quickly realized that it can generate many positive effects regarding patient safety, safety in the staffs workflow and that it has many economic benefits as well. And by choosing one standard across the country, we simplify the implementation process.

Most importantly by choosing one standard, we achieve a higher level of safety for our patients. The traceability of medicine and implants for example, can minimise fatal outcomes in situations where a bad implant are found can be traced the traceability can optimize the recall process on the product from the hospitals.

Secondly it also helps our staff. We need to provide safety in the workflow for our staff, where traceability of different goods secures – that the right medicament is provided to the right patient – at the right time. Furthermore it makes the recall of defect implants or falsified

medicine possible, which is useful in the event of errors and complaints and helps our staff in their work.

Side 6

Thirdly the standards underpin a mutual relation with our suppliers, as global standards help our suppliers in a situation with errors, that they can correct the mistakes in their systems. Plus it helps them in optimizing their production to match the hospitals needs.

As some of you may know, we are improving the healthcare structure in Denmark in these years with a massive investment of 5.5 billion euros in 16 hospital improving projects, in which 7 new hospitals are built on Greenfield sites. These hospital projects are facilitators for implementing the global standards in our system. In this way, the hospital construction projects become a stepping stone for implementing the best logistic systems improving patient and staff safety and at the same time, increasing the quality in treatments and efficiency in the hospitals.

Thank you.