Tech-in-Trace Healthcare Forum 2018: Making the Mark in Allied Healthcare Traceability

It takes an integrated approach to make remarkable changes to a company’s activities, as well as to the lifecycle of a given product, from its conception to its launch. This is no exception in the healthcare sector, as growing trends and demands are pushing for higher supply chain efficiency, traceability and accurate data synchronisation.

In the healthcare industry, good visibility in the flow of materials, products and the availability of trusted data or information linked to these physical flows is critical to Patient Safety. It is important to ensure quality and safety at a high level of performance and efficiency, from the manufacturer to the patient through the adoption of open global standards such as the GTIN, GLN, SSCC, GS1-128, GS1 Identification Keys and its equivalent.
What is interesting to note about the healthcare industry is that it is on the verge of disruption in the current digital trend too. Traceability becomes affected as a result as existing systems and operations may not fully support the demands on security and interoperability. For data portability and interoperability of records between systems to co-exist in tandem, there is a need for global identification standards to provide data linkage to different systems to enable the full potential of supply chain visibility.

A new area to note would also be the prevalence of scandals, evolutions in the legal framework, counterfeit products and patient safety, which constitute new issues that challenge traceability in the health care sector.

An overwhelming turnout of more than 150 professionals signed up the Tech-in-Trace Healthcare Forum 2018 organised by the GS1 Singapore to hear varying perspectives, well-presented by a range of expert speakers from the healthcare industry. Participants came from a diverse mix of backgrounds, comprising: pharmaceutical and medical devices manufacturers and suppliers; wholesalers and distributors; group purchasing organisations; healthcare providers e.g. hospitals; government and regulatory bodies; solution providers and trade associations. The successful conference was held and well-attended at the Singapore Manufacturing Federation on 8 February 2018.
Hear what some of the speakers and participants had to say after the conference:

“This has been a very useful forum, where there were a lot of knowledge and ideas shared in terms of identification and traceability for both drugs and medical devices. The forum has achieved its aim of sharing with the audience what are actually the main focus of track and trace; the utilities and benefits of traceability and what technologies can better help to achieve all these. This forum has helped increased awareness of improved patient safety to a higher level.”

Mr Wu Tuck Seng
Deputy Director, Department of Pharmacy
National University Hospital

“This conference is a good platform to make sure that there are patient outcomes that are in the heart of everything we do; making sure that we understand that in order to do that, we have the technology to do so and to implement the right standards to the right patient, their rights and the type of communications needed. It’s good to see a lot of people here talking about putting the importance on the patient first.”

Mr George Pepes
APAC Vertical Solutions Marketing Lead
Retail, Healthcare and Hospitality
Zebra Technologies Asia Pacific Pte Ltd

“There is awareness that this is such an important initiative, and I think the event today opens people’s eyes to what is happening around the world and the opportunities for Singapore to ride that wave and leverage what other countries are doing.

Ms Tania Snioch
Healthcare Director
GS1 Global Office
“I welcome such interactive events, where various industry stakeholders come together to contemplate and discuss about the problems, issues and technologies. Healthcare is a very critical sector. So the level of awareness on these issues is to ensure and leverage those in the healthcare sector in finding a better business model to work better together.”

Mr Shaunak J. Dave
MD & CEO (Optel Group, India), Vice President – Asia
Optel Group

“The key point today for us is to share from a manufacturer’s perspective what we have achieved and how we have achieved patient safety and traceability to date. We also have a better understanding of the situation here in Singapore, its challenges and what stakeholders in Singapore would like to achieve. We hope to work together and collaborate with these stakeholders to shape the future of traceability together.”

Mr Leo Yeung
Vice President Business Network Sales, Asia Pacific
OpenText

“It’s very good to have this event. We work closely with GS1 on global healthcare safety and traceability. It’s great to know Singapore’s healthcare system, its complexities and its challenges and people are open to newer technology which helps to improve patients’ safety on the overall.”

Mr Lam Chan-Kuen
Senior Manager Serialisation APAC,
Pfizer Global Serialisation Program
Pfizer Inc
“Serialisation and barcoding standards from end-to-end are crucial. So coming from a supply chain perspective, if the manufacturers can standardise the barcode system to the supply chain to the hospital players, then the end-to-end supply chain will be more complete. Consumption patterns and the market trends could be better understood. This can flow back to the suppliers and they can implement on-demand manufacturing as well as on-demand market intelligence where they don’t have to over or under-produce. This would also reduce a lot of wastages and eventually healthcare costs. I believe the first key then is to get everyone on the same page, from the manufacturers till the end using the standardised barcoding system.”

Dr Tang Chien Her
Vice President, Healthcare Strategic Management
ST Healthcare

“There is a big alignment and consensus that technology in general, specifically product serialisation is that we need to pursue and will come for sure. For manufacturers, the advice I would give is regardless of what an actual revolution comes, it’s good to start small but trying and learning the technology – there are many different solutions in place. It’s good for companies to start thinking about how we can take the first steps. And the more time you spend doing consistent milestones, it will help in the future for companies to be in a better position. And they will be prepared for any big or small scale implementation that needs to happen then.”

Mr Leandro Oliveira
Senior Supply Chain Manager, End-2-End Product Traceability
Johnson and Johnson
More than 150 professionals, mostly from the Healthcare industry, attended the event.

Delegates get to network with other delegates, speakers and solution providers on the latest on healthcare traceability.
Dr. Oh Ching Mien, Deputy Manager Business Development of ST Healthcare sharing on Traceability in Healthcare - Visibility in a Unified Supply Chain

From L-R: Leo Yeung (OpenText), Dr. Oh Ching Mien (ST Healthcare), George Pepes (Zebra Technologies), Leandro Oliviera (Johnson & Johnson), Shaunak J. Dave (Optel Group), Tania Snoich (GS1 Global Office), Liew Wai Leong (GS1 Singapore), Wu Tuck Seng (National University Hospital) and Lam Chan-Kuen (Pfizer)

The resounding success of this event will not be possible without the fervent support from the knowledge partners, sponsors, supporting organisation and all participants who took time to attend the forum.

GS1 Singapore thanks everyone who had been part of this and we look forward to see you in the next GS1 Singapore Healthcare Forum.