



PRESS RELEASE

IFPW and GS1 Healthcare – Together we can Enable a Safer Healthcare System

The [International Federation of Pharmaceutical Wholesalers \(IFPW\)](#) and [GS1 Healthcare](#) are working together to drive adoption of global standards for identification and barcoding of medical products. Our goal is to help increase traceability, prevent medical errors, improve patient outcomes, and ultimately drive healthcare system efficiencies.

The challenges faced by healthcare supply chains, including complex logistics, the risk of counterfeit medicines and medical products, and ineffective product recalls, have significant impacts on patient outcomes and overall costs. Counterfeit medicines can provide one of the greatest risks to overall health, particularly in developing economies.

Implementing a single, global standard for product identification and barcoding provides a tool to address these challenges through increased visibility. Information gained by barcode scanning can prevent the distribution of falsified and substandard medicines, improve inventory management, prevent shortages, reduce waste, avoid medical errors, and improve patient outcomes. This barcode can also be used to access online product information.

The adoption of global standards is already underway in over 75 countries. In addition, requirements in more than 50 countries provide clear evidence that the healthcare sector is adopting 2-dimensional (2D) Data Matrix barcodes.

“Today’s healthcare systems consist of complex global supply chains and an ever-increasing number of innovative medicines, vaccines, and healthcare products. Stakeholders need to be able to use a common system to share information and collaborate - and GS1’s barcode solutions offer just that. They also unlock the opportunity for serialization and traceability, where appropriate, to enhance patient safety and supply chain security.” said Chris Goetz, Executive VP and General Manager of IFPW.

“One globally standardized GS1 2D DataMatrix barcode per healthcare product is the goal of GS1 Healthcare. For the last 18 years we have been working with the healthcare sector to educate, support and provide the standards by which to achieve this and to ultimately improve patient safety.” said Geraldine Lissalde-Bonnet, Vice President Healthcare, GS1 Global Office.

As we celebrate the barcode's 50th anniversary, we continue our commitment to work together to advance the adoption of global standards in healthcare using single GS1 barcode. We call on all stakeholders, including governments, regulators, healthcare providers, and industry, to collaborate and leverage global standards and GS1 DataMatrix barcodes to further improve patient outcomes and drive innovation in the healthcare industry.

Together, we can enable a safer healthcare system for all.

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