



Australia
(Formerly EAN Australia)

For immediate release: December 2005

Hospital pharmaceutical eCommerce looks healthy

Last year the Monash Project demonstrated the implementation of eCommerce within the Southern Health network hospital-pharmaceutical supply chain. Following the verifiable success of this pilot, Southern Health is now applying this improved process to hospitals across the Southern Health network.

In 2004, the Australian pharmaceutical health supply chain was still a mainly paper based system with manual processing. With the advances made in eCommerce in recent years, particularly in the Australian retail supply chain, an opportunity was identified by a group of key health sector companies, lead by the Pharmacy Department of Southern Health, to participate in a demonstration project managed by GS1 Australia (formerly EAN Australia).

During the first phase of this project, the aim was to establish a significant but achievable and demonstrable supply chain between the Southern Health pharmacy department (at Monash Medical Centre) and a group of their suppliers by introducing the concepts of e-commerce using the EAN•UCC standards and EANCOM guidelines in the areas of ordering, processing, picking, packing, dispatch and receipt of goods.

This first phase of the Monash Project demonstrated, amongst other significant benefits for all in the supply chain, faster and more accurate receipt of deliveries from two pharmaceutical wholesalers, Clifford Hallam and Hospital Supplies of Australia (HSA) by Southern Health. A small pharmaceutical manufacturer, Orion Laboratories demonstrated the process to be undertaken to ensure their products were marked with EAN•UCC bar codes at all levels of packaging.

EAN•UCC standards and EANCOM guidelines are in the process of being implemented by all five Pharmacy Departments across Southern Health hospitals. Ian Larmour, Director of Pharmacy at Southern Health said "The success of phase one of the project encouraged us to believe that the same degree of constructive co-operation could be achieved in a broader arena. It was also recognised that a number of the current challenges with e-commerce implementation could be effectively addressed with an industry wide approach. Given the efficiencies achieved in phase one, it makes good sense to roll out the project methodology to include our major trading partners."

Funding for the first phase of the project was provided by the Victorian Government's e-Commerce Exhibition Projects Program (ECEPP). "E-business has the potential to revolutionise hospital supply chains, with benefits for all concerned. It is exciting to see the project expanding and involving more suppliers. The Victorian Government is proud to have supported this project." said David Latina, Executive Director, Office of Small Business.

As the project moves into its next phase, additional pharmaceutical manufacturers and distributors have joined the original group and embraced the potential improvements uncovered in the first phase of the project. Companies involved in phase two of the Monash Project include: Baxter Healthcare, Bristol

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Myers Squibb, Clifford Hallam Pharmaceuticals, Mayne Pharma, Symbion Health (formerly Mayne Hospital Supplies), Novartis and Pfizer. Monash University and Health Purchasing Victoria are part of the project consortium, and several other pharmaceutical companies have indicated a willingness to participate.

Maree Coy, Area Managing Director of Baxter Healthcare Australia / New Zealand says “Baxter would like to congratulate the Southern Health network for their inventive approach. I am convinced this project will demonstrate to wider industry that eCommerce has an important place, not just in improving efficiencies to supply chain but additionally it can be a significant catalyst for driving collaboration across many of today’s business requirements. We are very much looking forward to participating in phase two of this eCommerce initiative.”

Michael Kotsanis, President, Asia Pacific for Mayne Pharma says, “We see this project as a useful opportunity to participate in an industry program that should result in operational efficiencies in our supply chain from manufacturer through wholesalers and ultimately into pharmacies. An expectation of a reduction of error rates, an improvement in the availability of information and the transparency of this information at multiple levels throughout the supply chain is an expected beneficial outcomes. In addition we see that this is an opportunity to bring the pharmaceutical industry supply chain capability closer to other comparable industries such as the fast moving consumer goods industry in terms of efficiency. We look forward to participating in this project and to the expected outcomes.”

The Monash Project has exciting implications for all manufacturers, suppliers, wholesalers and hospitals participating throughout the hospital pharmaceutical supply chain, as well as those operating in the broader health supply chain. Ultimately, this project will set the standards for other companies in the health care and pharmaceutical industries to use as they become increasingly active in the area of supply chain management.

All interested stakeholders are encouraged to keep abreast of developments in the Monash Project. For more information, please contact Tania Snioch, GS1 Australia (formerly EAN Australia) on 1300 366 033 or via email to tsnioch@gs1au.org.

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Background

e-Commerce Exhibition Projects Program (ECEPP)

ECEPP aims to support clusters of Victorian small and medium-sized enterprises (SMEs) in key sectors of the Victorian economy to develop innovative approaches to B2B e-commerce that can reduce their costs, improve business relationships, save time and/or expand their markets.

ECEPP funding has been provided to SMEs in fields such as retail, construction, food processing, agriculture, transport and manufacturing. The Victorian Government funds up to 50 per cent of the cost of an individual project.

ECEPP is part of *Victoria's E-Commerce Advantage*, the Victorian Government's framework for increasing the uptake of e-commerce. This framework builds on the Victorian Government's *Connecting Victoria* policy.

Monash Medical Centre

Monash Medical Centre (MMC) Clayton Campus is the largest hospital within Southern Health and is one of Victoria's major teaching and tertiary referral hospitals. MMC has over 700 beds, provides medical and surgical services, maternity services, palliative care and adult, adolescent and child mental health inpatient services requiring complex and multidisciplinary activity and significant technological support. This project now also involves the other sites of the Southern Health Pharmacy Department namely, Dandenong Hospital, Kingston Centre, MMC – Moorabbin Campus and the new Casey Hospital at Berwick.

Baxter Healthcare

Baxter Healthcare assists healthcare professionals and their patients with the treatment of complex medical conditions such as cancer, haemophilia, immune disorders, kidney disease and trauma. The company applies its expertise in medical devices, pharmaceuticals and biotechnology to make a meaningful difference in patients' lives.

Mayne Pharma

Mayne Pharma Limited focuses on the development, manufacture, sale and distribution of medicines used by oncologists. On the back of this expertise, Mayne Pharma has expanded from Australia so that it now distributes its products in more than 65 countries around the world. It has established strong commercial footholds especially in Europe and Asia Pacific. In North America, Mayne Pharma is the second largest supplier of generic, injectable oncology medicines in Canada and the company has a small and developing position in the United States that provides future opportunity to grow.

GS1 Australia (formerly EAN Australia)

GS1 Australia is the local affiliate and Member Organisation of GS1 (formerly EAN International). The mission of GS1, and more than 103 Member Organisations spanning 155 countries, is to take a leading role in establishing a global multi-industry system of identification and communication for products, services and locations based on internationally accepted and business led standards – the GS1 System (formerly the EAN•UCC System). The objective is to improve the efficiency of integrated logistics while contributing added value to partners involved, as well as to consumers.

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