



Alcon UDI Approach

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Alcon's UDI Philosophy

- Global Standards = Global Solutions
 - Lead key standards and industry association activities
 - Consistent with Pharma and Consumer healthcare solutions
- Product Marking
 - Based on GS1 Healthcare AIDC Application Standard
- UDI Database
 - Based on GDSN data feed
 - Focus on the data that people can actually use

Global Standards and Solutions

- Focus on GS1 Healthcare global groups
- Get involved / stay involved
 - Automatic ID Data Carriers—leading GS1 Global teams
 - GDSN—leading GS1 Global implementation teams
 - Public Policy—participating on Global teams
- Seeking a future solution that is similar / consistent:
 - In all key regions of the world, and
 - Across all regulated healthcare products (Pharma, Consumer, Medical Devices, Nutritional, etc.)

Our Current Direction

- Closely monitor regulatory developments—globally
- Build key solutions in the interim
 - Evaluate product barcoding vs. GS1 Healthcare “AIDC Product Marking Grids”
 - Gap Analysis and Remediation Plan
 - Implement GDSN with GS1 Healthcare’s “40 Attributes”
 - Develop missing data and implement into systems
 - Machine-to-Machine interface is absolutely critical
- When regulations finalized, adjust plans as-needed

Challenges and Responses

- Local regulations not consistent with Global Standards
 - 1 product is sold in 1 version in many countries
 - Reinforce the need for “40 GDSN Attributes” globally
 - Focus on the data we can all transact / use
 - Continue education and leadership efforts
- Compliance Timelines
 - Need firm, regulation-based timelines to mobilize
 - Requires realistic timelines
 - Product marking: 3+ years; Database: 2+ years
 - Avoid the experiences of Turkey, Serbia, Brasil efforts
- Different solutions for Pharma vs. Device vs. Consumer



Questions?

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