

United States

Innovation fuels the Johnson & Johnson GS1 Asset Management Platform

Challenge

Without an automated central management system for GS1 assets, the process to enumerate both Global Trade Item Numbers (GTINs) and Global Location Numbers (GLNs) was arduous and global visibility to GS1 Company Prefixes (GCPs) was complicated.

Approach

J&J created a connected platform of online portals enabling a consistent, uniform approach for J&J companies. The platform was built in phases and could be leveraged to address multiple needs.



Introduction

The Johnson & Johnson Family of Companies (J&J) is focused on ensuring the integrity and safety of the healthcare supply chain and meeting the numerous global regulations aimed at securing the supply chain. Incorporating GS1 assets - GS1 Company Prefixes (GCPs), Global Trade Item Numbers (GTINs), Global Location Numbers (GLNs) - enables J&J to effectively create identifying information, supporting oversight of products throughout the supply chain. Successfully managing the various assets can be a challenge especially in a multinational company so a centralised management system has been implemented. Equally important is an automated system enabling a consistent, uniform approach throughout J&J.

Moving beyond spreadsheets

The GS1 Asset Management Platform started as a single portal focused on cross segment global enumeration. A collaborative, cross-functional and cross-sector J&J team developed the portal to standardise and automate the process for



assigning GTINs across J&J companies. The portal allows for access controls that regulate, by region, country, sector, company and GCP, who generates GS1 key identifiers. A successful pilot demonstrated that the cross segment global enumeration portal closed gaps, stopped inconsistent operation and inaccurate data, created a steady state process to optimise global business practices enterprise-wide, enabled visibility to J&J legally owned assets, and established a single source of truth for regulated healthcare data.

“GS1 assets are an important part of our everyday business,” says Blair Korman, Senior Director, Digital Identification & Traceability, Johnson & Johnson. “The platform improves global visibility to the GCPs issued by GS1’s 116 Member Organisations and managed by J&J’s 260 operating companies located in 60 countries, and it automates enumeration eliminating a slow and inefficient process.”

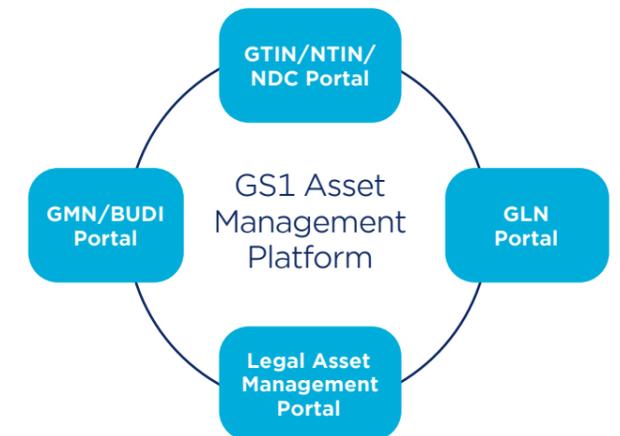
“We were excited to see the results of the pilot. It was added proof we could grow the initial portal into a platform with multiple use cases. We currently have four portals in the platform - Global Trade Item Number/National Trade Item Number/ National Drug Code; Global Model Number/ Basic UDI; Global Location Number and Legal Asset Management”

Diane Riccardi,
Lead Process Owner, GS1 Standards, Digital Identification & Traceability, Johnson & Johnson.

A single portal turns into a global platform

The GS1 GCP Asset Management global solution was developed to support automatic notification for the renewal of licenses. It enables J&J companies to know in advance when a license renewal fee needs to be paid, thus avoiding late fees, re-activation fees and administration costs. There is a second automatic notification for when a GCP capacity limit is reached, requiring a new GCP. This global solution enables J&J companies to know when a new GCP needs to be purchased prior to depletion of enumerations. This avoids disruption in the supply chain and supports quick release to market.

The Cross Segment GTIN Global Enumeration Generator was created to eliminate manual efforts in the generation of GTINs, National Drug Codes (NDCs) and National Trade Item Numbers (NTINs) across sectors, and to stop inconsistent



operations and time-consuming data verification that interrupt supply chain operations. As a portal with front-end capabilities, it allows for authorised users to assign GTINs, NTINs, and NDCs to new product launches, enter and maintain product content for pharmaceuticals and vision products, and will grow to include all MedTech products. Through its back-end capabilities it can interface directly with J&J enterprise systems and is the engine for generating GTINs. It also supports the storage and retrieval of historical product information within the J&J sectors and allows for governance over the GS1 key identifiers. It enforces standard business practices. It also provides visibility of all the GCPs used and is able to manage them in a centralised manner (license renewals, GCP capacity limits and GCP ownership transfer for acquisitions and divestitures). This protects products through legal and proper identification as a J&J asset.

Two portals developed to enhance the governance of J&J legal assets are the Cross Segment GLN Global Enumeration Generator and Legal Asset Registry. The GLN portal makes clear how and where GLNs are used across the enterprise. The Legal Asset Registry enables global enterprise GCP and GLN governance, consolidating and managing legal assets in a central location. It increases the visibility to enterprise-wide legal asset, proof of ownership by company, segment, GCP, primary and billing contacts. It records the GS1 identifiers, annual license renewal dates, and how and where the legal asset is used.

A Global Model Number Basic UDI (GMN/BUDI) portal was integrated into the Global Enumeration Generator. It has closed the gaps and provided a steady state process to optimise a global business practice across the enterprise. A single source of truth across J&J has been established for regulated healthcare across MedTech, including vision products.

“With the launch of each portal, we have delivered solutions that support consistency and drive efficiency throughout the J&J companies and ultimately benefit our customers. We have GCP visibility, are enumerating GTINs in the portal and 100% of GS1 company prefixes are in the legal asset tracker, including the company prefixes that require BUDIs in the GMN/BUDI portal.”

Diane Riccardi,
Lead Process Owner, GS1 Standards, Digital Identification & Traceability, Johnson & Johnson.

Emphasis on ease of use



Simplicity, speed, automation and ease of integration were important considerations in the design of the platform. The GS1 Asset Management Platform is easy-to-use and reduces labour-intensive manual efforts through enterprise-wide steady state processes and consistent business practices, providing visibility and enabling accountability. All portals have similar capabilities including search, edit and export pages, and a user dashboard. A Help Desk was created along with work instructions, training videos and glossary.



- Search enables the user the flexibility to view the parameters of their specific portal to support their needs
- Edit enables the user to change or add data to specific fields within their portal
- Export enables the user to extract data via Excel or PDF to communicate information to required stakeholders or for upload to appropriate internal J&J source systems.
- User dashboards provide real time user insights to identify items that require urgent action, streamlining workflows and properly purposing resources

“GS1 standards help to effectively identify products globally and enable data sharing. The management of our GS1 assets has become even more critical now as all products use GS1 identifiers. Enterprise resource planning (ERP) systems lacked the ability to manage GS1 GCP licenses and enumerate GTINs and GLNs. With the GS1 Asset Management Platform, we have eased adoption, allowing for the integration of the enumeration to our external ERPs.”

Blair Korman,
Senior Director, Digital Identification & Traceability, Johnson & Johnson

Lessons learned

Global universal tools, standard operating procedures and detailed work instructions support global visibility enabling the effective implementation of GS1 assets throughout the entire supply chain.

J&J's top three lessons learned are:

1. Global visibility to GS1 assets is a time saver
2. Focus first on converting tools and processes that use manual efforts, such as Excel spreadsheets
3. Use a pilot to test

Next steps

J&J will continue to migrate manual enumerators onto the GS1 Asset Management Platform. Staff will drive annual alignment, monitor enumerators using the platform, proactively monitor GS1 annual license renewals, and monitor



primary and billing contacts for accurate records with J&J and GS1. An annual training curriculum is available for all users.

During phase two of the project, enhancements will be implemented to create GLNs for visibility and enumeration for all GTINs. Acquisitions will easily transition into the platform enabling quicker decision making. The GS1 Asset Management Platform will be the enumeration engine for all other applications that require GTINs and GLNs.

Conclusion

The GS1 Asset Management Platform is an innovative, leverageable platform with numerous benefits. It's a solution that increases the ability to communicate transparent, real-time data across the supply chain and unites the digital thread with the physical product. A consistent, uniform approach for all J&J companies enhances GS1 data visibility, the customer experience and delivers cost savings.

About the authors



Blair Korman
Senior Director, Digital Identification & Traceability, Johnson & Johnson

Blair Korman leads the delivery of critical enterprise capabilities in the areas of regulatory compliance, customer compliance, standards and emerging digital technologies. She focuses on uniting the digital thread with the physical product and providing easier access to product data. Blair's co-leadership of a globally diverse team demonstrating innovative thinking to overcome global challenges was recognised by the Society of Women Engineers. In support of J&J's partnership with GS1, Blair is a member of the GS1 Board Committee of Standards. Blair holds a master's in engineering management from The University of South Florida and a bachelor's in industrial and systems engineering from Virginia Tech.



Diane Riccardi
Lead Process Owner, GS1 Standards, Digital Identification & Traceability, Johnson & Johnson

Diane Riccardi leads global GS1 standards initiatives for the Pharmaceutical and MedTech segments of Johnson & Johnson. She is responsible for driving consistent and efficient adoption, usage and maintenance to bridge the physical and digital identifications for products, accounts, and labelling. Diane executes global strategies, identifies new opportunities and manages proof of concepts.

Since joining Johnson & Johnson in 1997, Diane has held various roles in contract management, partnering with top wholesalers to develop and implement solutions, and has managed acute care enterprise contracts ensuring compliance requirements were achieved. Diane has a bachelor's in business and master's in management.

About the organisation



Johnson&Johnson

At Johnson & Johnson, we believe health is everything. Our strength in healthcare innovation empowers us to build a world where complex diseases are prevented, treated, and cured, where treatments are smarter and less invasive, and solutions are personal. Through our expertise in Innovative Medicine and MedTech, we are uniquely positioned to innovate across the full spectrum of healthcare solutions today to deliver the breakthroughs of tomorrow, and profoundly impact health for humanity.

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