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**With Critical Date Approaching, New Webinar Provides Essential Information on
Healthcare Supply Chain Standards**

Washington DC (June 3, 2010)--One of the most overlooked problems in American healthcare concerns the supply chain that delivers medical products – everything from pharmaceuticals to pacemakers – from the manufacturer to the distributor to the patient’s bedside. There is no uniform standard for identifying these products, a serious flaw that increases healthcare costs and endangers patient safety.

The need for global supply chain standards is the subject of a webinar currently available to the media at ModernHealthcare.com, the website for one of the nation’s leading publications covering health industry issues. The webinar can be found at <http://www.modernhealthcare.com/higpa>.

At the webinar site, participants can download presentations by experts such as Curtis Rooney, president of the Health Industry Group Purchasing Association, Doug Goldman, director of GS1 Healthcare US (the organization in this country charged with establishing uniform supply chain identifiers), and Jean Sargent, director, Supply Chain USC and past chair, AHRMM (Association for Healthcare Resource & Materials Management) as well as supply chain executives from leading health distribution and information technology companies.

The issue becomes increasingly important as the December 2010 sunrise date for implementation of supply chain standards draws nearer.

“It’s a serious matter that manufacturers, wholesalers, distributors, suppliers, hospitals and doctors all use different methods for identifying medical products and the facilities in which they’re being used,” said Rooney. “This hodgepodge approach to handling life-affecting products opens the door to a litany of problems. It increases the potential for

fatal drug interactions. It slows the recalls of faulty medical devices. And, the sheer inefficiency costs the healthcare system billions of dollars.”

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About HIGPA

The Health Industry Group Purchasing Association (HIGPA) is a broad-based trade association that represents 16 group purchasing organizations, including for-profit and not-for-profit corporations, purchasing groups, associations, multi-hospital systems and healthcare provider alliances. HIGPA’s mission is to advocate on behalf of health care group purchasing associations, to provide educational opportunities designed to improve efficiencies in the purchase, sale and utilization of all goods and services within the health industry and to promote meaningful dialogue between GPOs. For more information, visit www.higpa.org.