



2022 – GS1 UK Healthcare Conference 2022

17 March 2022

Hanno Ronte

Agenda

- Framing The Future of Trust for Life Sciences
- Importance of trust - Securing trust in the global COVID-19 supply chain

Deloitte's definition of Trust

Trust in an organization, is the **foundation** of a **meaningful relationship** between an entity and its stakeholders at both the individual and organizational levels.



Trust is built through actions that demonstrate a **high degree** of **competence** and **right intent**, that result in demonstrated **capability, reliability, transparency, and humanity**.

Trust drives enterprise performance



Acting with competence and intent in Life Sciences



Leading by example

- Authentic & resilient leadership
- High integrity and transparent dialogues
- Strong governance, scenario planning & crisis response

Delivering with excellence

- Deep disease and patient understanding
- Early, consistent & transparent digital engagement
- Sustainable & secure supply chain
- Confidence in clinical outcomes

Performing with distinction

- Strong value chain risk mgmt.
- Transparent and fair pricing aiming for health equity
- Intelligent manufacturing processes and quality control
- Empowered workforce

Securing the foundation

- Exemplary compliance
- Regulatory leadership
- Cyber security strategy & resilient operations
- Technology & infrastructure security

Amplifying core values

- Regulatory leadership
- Diversity, equity, & inclusion
- Strong environmental & social governance
- Ethical use of technology

Securing trust in the global COVID-19 supply chain

From **development and delivery** to **acceptance and administration**, **trust** has been a cornerstone for the successful launch distribution and acceptance of vaccines. To secure public trust, organisations and governments must :

DEFINE HOW TO ALLOW COLLABORATION IN VACCINE DEVELOPMENT

Enabling legal and commercial protocols

Specific regulations would help to encourage collaboration and guarantee healthcare privacy during crisis

OPTIMISE LAST MILE DELIVERY IN RURAL AREAS /DEVELOPING COUNTRIES

Coordinated action to increase vaccination rate

Effective utilisation of in-country resources, mobile medical units and administration sites, together with a unified perspective on vaccines administration, would enable greater vaccine equity



EMBRACE GLOBAL STANDARDS AND SERIALIZATION

Global adoption of product identifiers to track product information

Achieving universal use of GS1 DataMatrix to support the identification and traceability of medical products

BUILD GLOBAL AND LOCAL CRISIS COMMUNICATION NETWORKS

Collaborating with culturally aware teams to maximise impact

Finding the right messenger, such as influential community-based communications, business leaders, or celebrities could motivate more people more quickly

Securing trust in the global COVID-19 supply chain – One Year On – April 2022

We are updating our Insights Paper in Q1 2022

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