



*Kurt Hilzinger, Chairman of the Board
John M. Gray, President and CEO*

HDMA: A Leader in EPC/RFID Advocacy

The Healthcare Distribution Management Association (HDMA) is the national trade association representing full-service healthcare distributors. An over-riding responsibility of healthcare distributors is to ensure the safety, quality and integrity of the products they distribute. HDMA has been a strong advocate for educating the industry on the value of EPC/RFID technology in healthcare.

EPC/RFID is an important new method of helping to prevent product tampering and counterfeiting, as well as making the pharmaceutical supply chain more cost-effective and efficient. The EPC network being developed as part of this new system will monitor product information stored throughout the domestic supply chain. It will provide ubiquitous access to the right product information at the right time, allowing critical product authentication capability throughout the system. While significant progress has been made in EPC/RFID development, the technology is still new, and significant challenges must be addressed prior to industry-wide adoption throughout the domestic drug supply chain.

HDMA and its members are active participants within EPCglobal, the Healthcare & Life Sciences Business Action Group and several industry pilots, including Project Jumpstart and the Drug Security Network (DSN). We work very closely with our industry and association partners to streamline the healthcare supply chain and increase patient safety. We have produced several industry-specific EPC/RFID white papers, worked with all stakeholders of the healthcare supply chain via various committees and task forces, and we continually advocate the benefits of the technology at conferences and industry briefings.

HDMA is committed to working with all industry players in order to develop guidelines and best practices that will enable the largest number of industry participants to begin testing this important technology on a coordinated rollout schedule. HDMA also will continue to work closely with EPCglobal to provide input regarding technical standards such as tag data requirements, data sharing protocols, data access standards and access guidelines. We will continue to support EPC/RFID pilot programs currently underway, and we will work to communicate lessons learned to the industry.

For more information, please contact Robert Falb, HDMA's Director of Federal Relations, at 703-885-0235 or at rfalb@hdmanet.org.

Healthcare Distribution Management Association
Formerly National Wholesale Druggists' Association (NWDA)