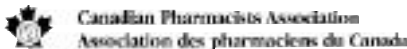




## EFFICIENT CONSUMER RESPONSE FOR THE PHARMACY SUPPLY CHAIN



ECCC



FCPMC - FPACC



### RECENT BAR CODING AUDIT QUANTIFIES SUCCESS!

Bar coding in the pharmacy industry has reached an all-time high with an average scan rate of 92%! Says David Bloom, Chairman & CEO of Shopper's Drug Mart, "It is phenomenal really, the pace at which our industry has adopted and implemented bar codes on products available for sale in retail pharmacy. The audit has confirmed the tremendous advancements in the percentage of products from all categories, Rx, OTC and controlled substances, that feature scannable U.P.C.s."

"It was not too long ago that we thought bar codes on Rx products would be a long time coming" offered Gerry McDole, President of AstraZeneca, "but this audit proves that we are all working toward the common goal of 100% compliance of U.P.C.s on Rx products, and I think it's fair to say we have the ECRx community to thank for that."

The size of the bar code is a challenge, particularly on small packages found in Rx and cosmetics. It is expected that development work on RSS (Reduced Size Symbology) will eventually bring the solution. In the interim, the symbologies scan however are not verifiable according to guidelines.

	OTC	Rx	Controlled Substances
SKUs Tested	4,932	4,693	364
Scanned on first pass	96.54%	87.92%	87.08%

The ECRx Phase II Bar Code guideline stated that all items manufactured after December 1999 should feature a scannable, verified U.P.C. The ECCC, on behalf of the ECRx initiative, undertook a comprehensive audit at the Medis warehouse in February 2000. Post-performance measurement is an important part of the guidelines set out by the ECRx initiative and its nine supporting associations.

Any supplier packaging products for pharmacy without a verified U.P.C. symbology should contact their industry association for assistance, or get in touch with the ECCC.

**NEXT TARGET: Phase 3, December 2000**  
SCC-14 scannable codes printed on all shipping units and SSCC-18 codes printed on all variable cases and pallets, with verification certificates.

### EDI PROTOCOLS ADJUSTED FOR PHARMACY

Canada goes to the international table of electronic commerce communication standards and wins support for changes needed to make EDI work more efficiently in the pharmacy supply chain. "This is a big win for the hard work and conscientious effort put forward by the ECRx initiative," says Mike Sadiwnyk, VP at ECCC who travels the globe as the Canadian voice of standards-setting and best practices in e-commerce communication. "The change requests were well-crafted, and well-designed. As a result, the UCC-SMC (Uniform Code Council, Inc.'s

Standards Maintenance Committee) accepted the Canadian recommendations as presented."

The ECRx EDI Subcommittee identified pharmacy supply chain - specific elements that needed to be added to the VICS 4010 transaction sets which are by nature, very detailed and character-specific and originally implemented for grocery. The committee invested many hours to detail these change requests for presentation to the UCC-SMC meeting in the U.S. The UCC-SMC approved the amendments for publication in the upcoming VICS 4030 version.

## EDI PROTOCOLS CONTINUED

Some of the 832 modifications that were approved include:

- The ability to define contract/tier pricing in recognition of Canada's variable pricing modules, either by region, retailer or by volume.
- Additional coding capability to identify secondary pack markings such as EAS (Electronic Article Surveillance) tags in order to advise retailer/distributor/wholesaler of the information contained in the marking and that the format conforms to the customer's business and/or information requirements.
- A return authorization number for use in delisted/discontinued products.
- In a new segment designated exclusively for the Canadian retail pharmaceutical industry, additional product descriptions can be used in the Traction Set 861. This new segment will be consistent with the 850 Purchase Order.

## EDI for CONTROLLED SUBSTANCES

Another important initiative for the EDI Committee is to produce guidelines for the secure electronic trade of controlled substances. The committee's goal is to affect change in TPP (Therapeutic Products Program of Health Canada) regulation to ensure controlled substances maintain a high level of control and audibility within an electronic commerce framework.

## ECRx CO-CHAIR CHANGE

Due to a change of his management responsibilities at Shoppers Drug Mart, Rick Zeller has resigned as Co-Chair of the ECRx Enabler Committee. Our thanks to Rick for his invaluable contributions during his time as Co-Chair. Effective June 7th, 2000, the new Co-Chair will be Mike Cory, Vice-President of Logistics for Shoppers Drug Mart. The hard-working individuals who serve on the ECRx initiative in addition to their "day jobs" appreciate Mike's acceptance of the position and look forward to working with him on the important work ahead.

## RETURNED GOODS/UNSALEABLES

As reported in the last issue of ECRx Supply Chain News (December 1999), this newest committee in the ECRx initiative announced a survey among trading partners to identify the most common experiences in the area of Returned Goods and the associated costs. KPMG has been charged with the tabulation of the results to maintain the highest degree of confidentiality.

Committee Co-Chairs Alison Anisef of Medis Health & Pharmaceutical Services Inc., and Judy Porter of Warner Lambert report that the survey clearly demonstrates that returned goods and the resultant inefficiencies within the current process are real concerns at all levels. "Today's reality is that the product must be handled repetitively and we are convinced that substantial benefits can be gained from a more streamlined process that reduces duplication of effort", says Alison.

The Returned Goods/Unsaleables Committee is continuing to make progress with this initiative and will provide an update to the ECRx Enabler Committee in June, 2000.

## ALL SYSTEMS GO FOR ECCnet!

"This is one of the most ambitious projects ever undertaken to advance the utilization of e-commerce communication and provide a platform for all participants regardless of size or structure," says the ECCC's Tara Fainstein, Vice President of Operations for ECCC and ECCnet.

April 6, 2000 marked the official launch date of ECCnet, a centralized, on-line catalogue for the synchronized, standardized exchange of product information. Data entry errors disguise a domino-effect of hidden charges and costs that when corrected, bring increased profitability and more satisfied customers. A single point of entry restores data integrity and dramatically improves order accuracy. This simplicity translates directly to savings. Suppliers who have configured their data into the EDI 832 transaction set as per the ECRx Master Data Alignment guideline will be able to populate ECCnet via EDI transmission. Others may prefer to enter data directly into ECCnet at their internet-enabled keyboard via user-friendly input screens. An on-line demo will be available soon for "touring" ECCnet at [www.eccc.org](http://www.eccc.org).

While ECCnet does not perform the procurement or buying function, it houses the data in a single location and broadcasts changes to identified trading partners with the touch of a single button. Comprehensive vendor profiles ensure that data is uploaded by the pharmacy retailer or wholesaler seamlessly into their legacy databases for error-free EDI. For more information visit ECCC's website or call Tara Fainstein at the ECCC, 416-510-8038, ext. 2230.

Read more about ECRx in the April 2000 issue of Pharmacy Post.

### Canadian Association of Chain Drug Stores

Monika Simon  
416-226-9100

### Canadian Cosmetic, Toiletry & Fragrance Association

Charles Low  
905-890-5161  
[www.cctfa.ca](http://www.cctfa.ca)

### Canadian Drug Manufacturers Association

Julie Tam  
416-223-2333

### Canadian Pharmacists Association

Noëlle-Dominique Willems  
1-800-917-9489  
[www.cdnpharm.ca](http://www.cdnpharm.ca)

### Canadian Wholesale Drug Association

Christina Bisanz  
416-222-3922  
[www.cwda.com](http://www.cwda.com)

### Electronic Commerce Council of Canada

Art Smith  
416-510-8039  
[www.eccc.org](http://www.eccc.org)

### Food and Consumer Products Manufacturers of Canada

Elaine Smith  
416-510-8024  
[www.fcPMC.com](http://www.fcPMC.com)

### Nonprescription Drug Manufacturers Association of Canada

Robert White  
613-723-0777  
[www.ndmac.ca](http://www.ndmac.ca)

### Canada's Research-Based Pharmaceutical Companies

Murray Elston  
613-727-1380  
[www.canadapharma.org](http://www.canadapharma.org)