



Global medical device supply chain challenges at GE Healthcare

Headquartered in the United Kingdom, GE Healthcare is a \$17 billion unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employs more than 46,000 people committed to serving healthcare professionals and their patients in more than 100 countries.

Joseph Mansfield, Director - Global Security Operations, GE Healthcare spoke at LogiMed 2011 about promoting sound security judgments, increasing cross departmental knowledge of the company's security requirements and identifying a risk management. He took time to discuss his challenges and gave insight in to industry issues.

1. What do you think are the major difference in issues between medical device in issues between medical device and pharmaceutical supply chain management?

The major difference between the pharmaceutical and medical device manufacturers are the actual devices themselves. With pharmaceuticals you have ingredients; they're normally chemical based or natural forming devices. With medical devices, it's minute parts and pieces that require a more complicated supply chain. And as a result of more complicated supply chain management process.

2. What are the major challenges your organisation faces right now and over the next 6 – 12 months how are you addressing these?

The complexities that we're facing, one of the major challenges of course, is the diversity of our business. We are a truly global business with well over 159 manufacturing sites around the globe. We have a large diversity of products, as well as a large diversity of clients. To fully understand the integration of product, supply and demand is hugely challenging for us.

And then because of my perspective as a Global Security Director, the challenges of security issues around the globe, within the supply chain as well.

3. If there was one process from another industry's supply chain that you could adopt to medical devices what would it be and why

The, probably the most supportive of our supply chain is the pharmaceutical industry. The regulatory and compliance initiatives that have been put in place to ensure product integrity, to track ingredients of the final product, are best in class, world class. So taking those lessons

learned from the pharmaceutical industry and embedding that into the medical device industry, is probably a huge step that we could take.

4. What has been your main take-away or lesson learn from attending LogiMed today?

I think it's a benchmarking exercise, getting together with other manufacturers, going beyond the competitiveness of the normal relationships between producers or product makers. The openness of the conference, the consultants that are involved in the conference itself, that lend best practices as well, from their perspective. So it's been very enlightening.

5. Why do you value this event?

LogiMed brings together a variety of manufacturers, consultants and suppliers of themselves within our business. And it's a, truly a global function which is unusual in this business.

Joseph will be speaking at Logimed, the Medical Device Supply Chain & Logistics Conference. He will be joining over 150 supply chain experts from top medical device manufacturers and experienced service providers to network and learn.

To book or find out more, including more reports, videos and Q&As like this one, visit www.logimedeuropa.com