



Serialization Beyond Compliance

9 May 2019





Serialization today

The last years serious investments were made “just” to comply to regulations forcing serialization on pharmaceutical products.

Now the industry is looking for added value for the investments that were made. Many are looking into the actual data to improve OEE within their manufacturing lines or optimizing the supply chain, others seek value in additional brand protection.

All good initiatives and a very solid basis for improvements.



Serialization today

BUT.....

What if there was something that utilizes your investment rapidly AND brings competitive advantage real easy.

Like low hanging fruit that can increase sales, differentiate your company from others "just" by using the data and bring something extra.

Does that really exists? YES.

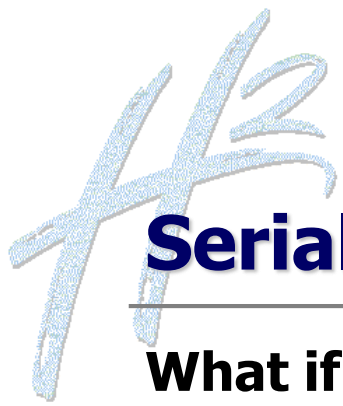


Serialization today

Some facts:

- **Today the world is growing up with mobile devices.**
- **Information is consumed via mobile devices.**
- **The first encounter to the internet in upcoming markets as well as the post “millennial generation” is by mobile device.**
- **Connectivity and Apps are there like electricity, water or maybe even oxygen.**
- **Reading leaflets or, like every parent knows, giving little children medicine is far from fun.**

Serialization opens the door to change. Like Pokemon Go did that for outside adventure. Remember the Doctor from Startrek? Serialization can bring augmented doctors into your living room.



Serialization today

What if a nice bear comes into your kids bedroom and tell your child how to take the medicine and distract him or her from the subject?

What if a doctor can tell your grandpa how to take his medication because he can not read the small letters on the leaflet anymore.

Brands delivering this to the end consumer or patient in their living room will have a competitive advantage. Patients will ask for the same brand that has that clear explanation. New customers will be asking for that clear description or cartoon figure.

Sounds futuristic..... and cool....



Serialization today

H2Compute has made an Augmented Doctor.

The Augmented Doctor (The DocAUGtor) can give a summary of what the leaflet would say or display a nice cartoon to support the intake of the medicine for your child and this all in your living room.

It is not a replacement of the leaflet, it is simply an additional service to educate or inform the patient.

The e-leaflet or other services like serial number history retrieval can easily be linked to the Augmented Doctor.

The setup is done in a wink of an eye and customizations are fully in your control.

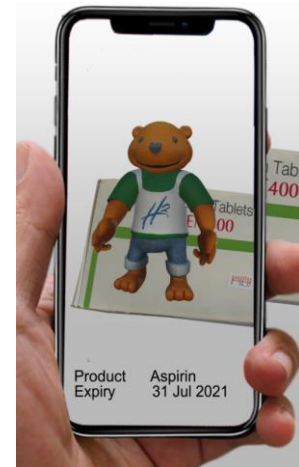
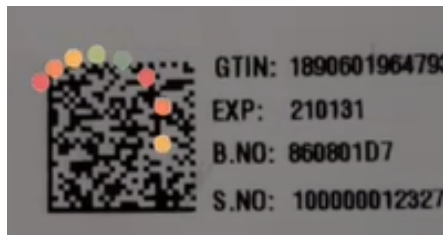




The Daugtor

For the end user it is just:

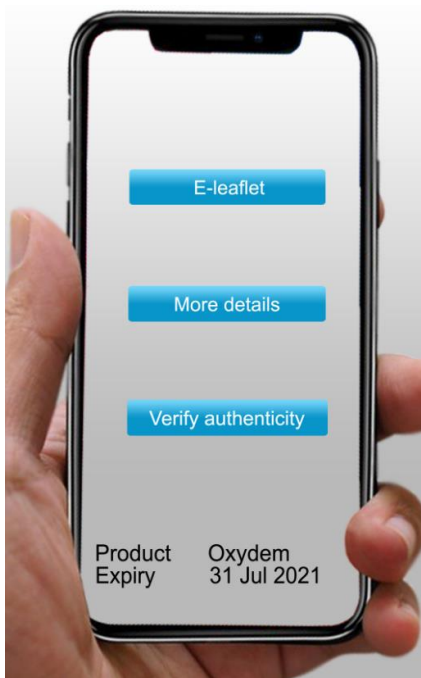
- **Go to the Google Play Store or the App Store and download The Daugtor app.**
<https://play.google.com/store/apps/details?id=com.h2compute.daugtor>
- **Scan the Datamatrix on the serialized pack**
Information configured by the GTIN owner will follow in Augmented Reality'





The Daugtor

Additional information or links can be displayed after the Augmented Doctor has finished.



Link to e-leaflet



Link to any other additional info



Authenticity verification against government portals or established level 4 systems using the serial from the datamatrix

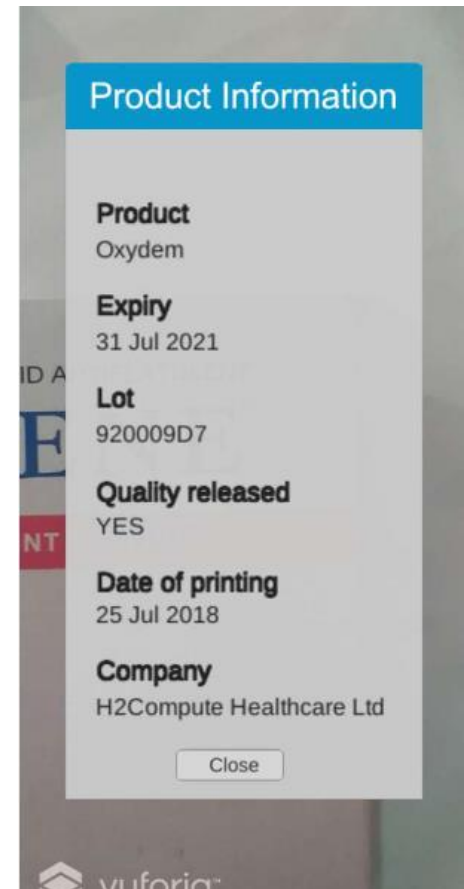
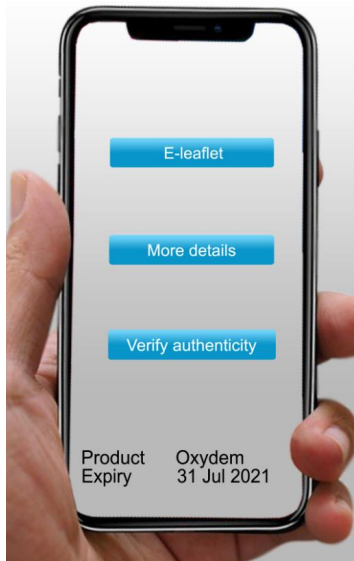


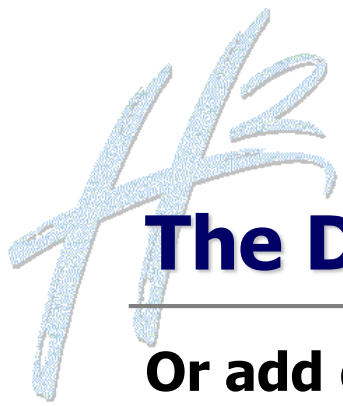
All can easily be switched on or off and configured per product.



The Daugtor

Additional information or links can be displayed after the Augmented Doctor has finished.

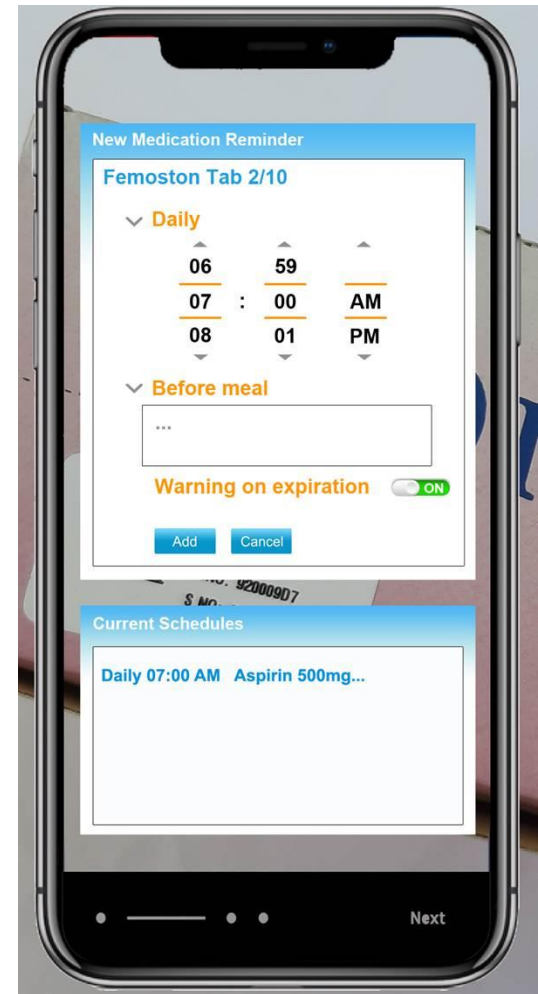




The Daugtor

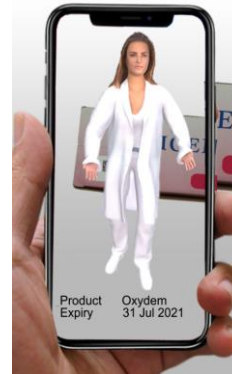
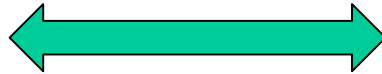
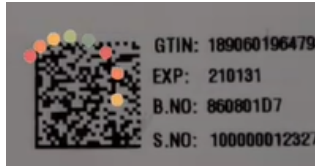
Or add dates to your scheduler.

Like a warning when your scanned medicine is bound to expire or when it is time to take your medicine.





The Daugtor



It displays an augmented doctor or other model (eg. a cartoon for kids) configured in the backend application. All configurable per product.

Per GTIN:

- **A different model can be selected or setup**
- **A different text can be spoken, communicating the highlights of the medicine.**
- **A different voice can be selected.**
From a text to speech voice till a prerecorded voice.
- **A link to additional services, for instance retrieving serial number history from a Level 4 system.**

The Daugtor



Product: Oxydem
Expiry: 03 May 2021



From the data matrix it extracts additional information and displays this on the screen.

This can be product name, expiry date or other information that can be easily configured. Think about e-leaflet link or other important information like the history of a serial number.

The Daugtor

What needs to be done by you (to give a feeling of the easiness):

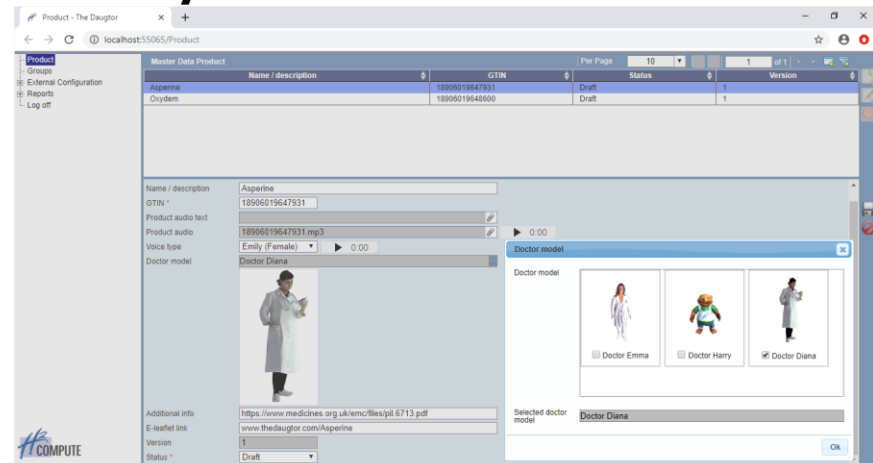
1. Select a model, H2Compute will assist with that.

This can be an existing model from our repository or a new one. We can support with every model to ensure mouth/lip sync or additional branding.

2. Create the information the model needs to say in a text file or have someone record the voice.

3. Select the voice, incase of a text to speech scenario

4. Configure the additional information to display (eg. a link to e-leaflets, setup the link to a level 4 system or any other services to retrieve data from)





Architecture

