

# RFID JOURNAL LIVE!

MAY 9-11, 2023 | ORLANDO, FLORIDA

## Improving Healthcare Supply Chain Efficiency and Patient Safety with RFID

A Panel Discussion from:

AIM North America  
PHARMACEUTICAL  
WORKGROUP 



- **Peter Bloch**  
Business Development Manager –  
Healthcare  
Avery Dennison
- **Tony Fonk**  
President and Chief Executive Officer  
SpotSee
- **Brent Koeppel**  
Sr. Principal R&D Engineer  
Cardinal Health
- **Tom Racette**  
RFID Business Development  
EM Microelectronic

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It is the policy of the AIM North America to conduct its operations in strict compliance with the antitrust laws. No AIM North America activities shall create even the appearance of a violation of the letter or spirit of the antitrust laws. This policy prohibits any discussion at AIM North America's meetings of unpublished commercial terms of sales, unannounced product development or unpublished cost and revenue data of a member. It is not appropriate for members to discuss competitive business terms with an intent to explicitly or implicitly form an agreement or understanding which restricts the exercise of independent business judgement, especially with regard to price, selection of customers, and markets in which it competes.

All attendees are permitted and encouraged to actively participate in all meeting discussions and activities as defined in the AIM North America Member Participation and Collaborative Guidelines. If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.



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# AIM North America Collaboration Policy

AIM North America is proud to be the industry association and authority on barcode, RFID, RTLS and mobile computing, and is on the cutting edge of development in these areas. Our members have a long history of working together to provide a collaborative global influence on emerging technologies and innovation.

AIM North America committee meetings are held for the primary purpose of advancements in our industry, which necessarily involves development of work product intended solely for the public domain. AIM North America has developed this Policy for the protection of its members who engage in this important collaborative effort.

All information shared in this process shall be non-confidential and shared for the common purpose of producing work product for the public domain. No proprietary information, confidential information, or trade secrets should be shared during any AIM North America meeting. Additionally, information developed during AIM North America committee meetings should not be shared with others outside of this collaborative process until finalized and formally announced by AIM North America such as public review or standards documents or finalized issued standards.

These limitations are necessary to protect and safeguard the integrity of the collaborative process, AIM North America members, and AIM North America itself. All meetings shall be conducted in a manner that avoids the appearance of any conduct that might violate this policy.



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# Why is AIM North America Relevant to You?

AIM North America is an alliance enabling the cooperation, development, standardization of AIDC technologies. From barcodes to RFID to IoT, AIM NA is your advocate.

Our mission is to enhance our members' competitiveness, productivity, and profitability in the North American market while maintaining professionalism and inclusive industry partnerships.

*Advocacy* • *Community* • *Education* • *Standards*



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# There's Strength in Numbers

- AIM North America is an unbiased, industry alliance
- Network with like-minded individuals
- Influence the industry
- Work Groups to solve vertical market issues

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# Session Overview

Healthcare traceability across the global supply chain is increasingly essential to enhance brand protection and anti-counterfeiting, improve loss prevention and patient safety. These are just some of the more obvious opportunities for using track and trace technologies. RFID, mostly rejected a decade ago for healthcare track-and-trace applications, is winning adherents, especially in hospital systems. RFID works as an added layer of protection for healthcare integrity for the sake of patients, while saving healthcare providers time and providing precise inventory control throughout hospitals.

The views expressed/presented are that of the individual speaker and do not necessarily represent the views of the speakers' respective company.



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# Meet The Panel



Peter Bloch



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# Questions or Comments



# Contact Us



[info@aimglobal.org](mailto:info@aimglobal.org)  
AIM North America



[peter.bloch@averydennison.com](mailto:peter.bloch@averydennison.com)  
Peter Bloch

Market Development Manager - Healthcare, North America | Avery Dennison



[tfonk@spotsee.io](mailto:tfonk@spotsee.io)  
Tony Fonk

President and Chief Executive Officer | SpotSee



[brent.koeppel@cardinalhealth.com](mailto:brent.koeppel@cardinalhealth.com)  
Brent Koeppel  
Sr. Principal R&D Engineer | Cardinal Health



[tom.racette@emmicro-us.com](mailto:tom.racette@emmicro-us.com)  
Tom Racette

RFID Business Development | EM Microelectronic



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