

Industry Advocacy Groups

Overseeing the association's efforts throughout the industry and on Capitol Hill related to fostering the adoption and implementation of automatic identification and data capture technologies (AIDC).

As a community we developed educational sessions, pen letters to the government, develop position statement and educational material and advance the state of the industry. AIM NA is ISO vote for RFID and Barcode standards through our technical advisory groups



UDI

- The letter to the FDA discussing challenges faced by industry's varying interpretation of UDI regulations terms was also reviewed.
- UDI Regulation will be 10 years old in 2023. What can this WG initiate in anticipation of the government's reevaluation?
- Develop Whitepapers to address the following items:
 - FDA Extends Two UDI Alternatives:
UDI-A160001 and UDI-A160002
 - FDA's Budget: Medical Device Supply Chain and Shortages Prevention Program



Food

- Schedule Webinar with FSMA Challenge Runner-Ups
- Submit speaker abstracts – identify 3 – 5 events
- Write a letter to the FDA endorsing GS1 Standards as consensus based standards
- Host a Smarter Food Safety Seminar (virtual vs f2f)
- Host webinar related to Bioterrorism Act of 2001 (per Andy Kennedy)
- Outreach to like-minded organizations – create a list
 - US Ranchers & Farmers Association
 - CODEX – UNFAO; updating their traceability requirements for food
- New Documents – formulate into possible webinars / speaker abstracts
 - Develop a “Getting Started Guide for Food Safety”
 - Whitepaper: “Barcode Quality and How to Achieve It”
 - how it impacts food safety, read rate/failure, print quality rating
 - possible AIM document on scan grades (MLB to research)
 - Whitepaper: “Principals of Traceability”
 - Target audience has different levels of understanding of technology
 - Discuss the next generation of technology
 - 1-Page Cheat Sheet that highlights what’s in the whitepaper
 - People have short attention span
 - Barcode vs RFID focused
- AIM Lunch and Learn to promote release of whitepaper



Cannabis

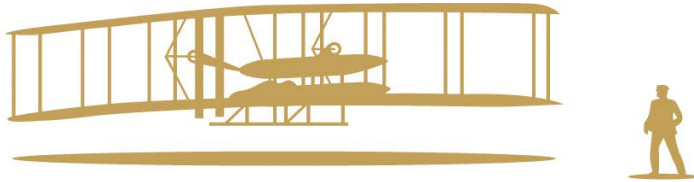
- Publish and promote 1st whitepaper
- Start whitepaper #2
- Solution Showcase branded to promote Cannabis solutions
- Submit speaker abstracts to industry events
- Host breakfast at a cannabis event – Identify list of 2022 events
- Outreach to like-minded organizations



Pharma

- Create a database of Pharma/DSCSA related organizations
- Solution Showcase branded to promote pharmaceutical solutions
- Submit speaker abstracts to industry events
 - HDA Conference & Expo '22 – March 6 – 9, Austin
 - HIMSS – March 15 – 18, 2022 in Orlando
 - RFID Journal LIVE! '22 – May 17 – 19, Las Vegas
 - ASHP Summer Meeting '22 – June 11 – 15, Phoenix
 - Label Expo Americas '22 – Sept 13 – 15, Chicago
 - PackExpo '22 – Oct 23 – 26 Chicago
 - ASHP Clinical Meeting & Expo '22 – Dec 4 – 8, Las Veg

Hack A Thon 2022



WRIGHT STATE UNIVERSITY

- Working with to coordinate a hackathon that can be sponsored by members
- Drive awareness
- Revenue Potential

