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FOR IMMEDIATE RELEASE

LANSA Sponsor's the 2015 GS1 UK Healthcare Conference

St. Albans, United Kingdom – 21 May, 2015. LANSA, a worldwide provider of GS1 Product Information Management (PIM) solutions for the Healthcare sector, is delighted to announce that they will once again be sponsoring the GS1 UK Healthcare conference. LANSA has enjoyed a fruitful relationship with GS1 UK for nearly a decade and enjoys the status of being a GS1 Certified Solution Partner for Master Data Management (Product Information Management) as well as Accredited for GDSN.

As Silver sponsor at this year's event LANSA is both an exhibitor and speaker. On the exhibition floor LANSA will be showcasing solutions that help organizations in the healthcare supply chain better manage their product item data in preparation for the NHS eProcurement strategy and the FDA's requirement for registration of I/LS/LS (Implantable, Life Supporting, Life Sustaining) items to the Global Unique Device Identification Database (GUDID). LANSA GDSN & UDI Process experts will be on-hand to offer advice and guidance to all delegates.

At the event LANSA is also hosting a speaking session called '**Cloud-based Product Information Management - for NHS eProcurement and UDI Compliance**'. Delegates are invited to attend this session to learn about our next generation Product Information Management (PIM) System which has been designed to help medical device manufacturers quickly and easily meet the increasing demands placed upon them by initiatives like UDI and eProcurement.

Ian Piddock, European Head of Marketing at LANSA commented, "It is our aim to take people beyond managing product data in spreadsheets and at the same time provide enterprise-class PIM functionality in a model that every business can afford. Our new easy-to-use online service validates product data against industry requirements and provides the mechanism to publish quality data to the people and institutions that need it"

This year's conference will be hosted at Holywell Park in Loughborough and runs from the 9th to 10th June. The conference is vital for Healthcare professionals to understand the progress - and the impact of - the Department of Health's eProcurement strategy and also the Personalised Health and Care 2020 framework. Speakers from the Department of Health, leading NHS Trusts, industry thought leaders and

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experts will inspire delegates. Hands-on, interactive workshops will help visitors understand how Trusts are already gaining value from the implementation of GS1 standards.

Visit the [GS1 UK Web site](#) for further information about the Conference and to book your place at this unmissable event.

About LANSA

LANSA is a leading provider of business process integration and data synchronization software. LANSA's product suite spans the entire supply chain process with solutions for GDSN participation, product Information Management and Data Quality. LANSA is a solution provider for many GS1 Member Organizations worldwide, a 1Worldsync Strategic Partner and an IBM, Microsoft and Oracle Partner. Customers include Alpura, Bigelow Tea, Brewers Distributor, Carlisle Foodservice, Godiva, Kellogg's and Pernod Ricard. Established in 1987, LANSA supports thousands of companies around the world with its products and services.