



Health Industry Business Communications Council

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FOR IMMEDIATE RELEASE

U.S. DoD's Leibrandt Appointed to HIBCC Board

Phoenix, Arizona (March 30, 2009)—Robert P. Leibrandt, Deputy for Unique Identification (UID) Policy in the Office of the Under Secretary of Defense for Acquisition, Technology and Logistics, has been appointed to serve as a U.S. Department of Defense representative for HIBCC.

Leibrandt's primary duties at DoD include building support in both the International Standards and Industrial partner communities for UID; he leads policy formulation for Program Management, Engineering and Logistics Implementation of UID and is the procurement lead for Information Assurance and Identity Management.

In his acceptance of the appointment, Leibrandt stated that, "I share HIBCC's desire to establish key data standards, define the exchange of that data in an unambiguous way and to help our communities provide more effective and efficient service. The healthcare industry can truly lead the way in item traceability enabling a global supply chain that is better informed, more agile and safer for all of us."

Leibrant additionally stated that, "The International community is on the verge of truly embracing machine-readable commodity-neutral global identification. I do not doubt that HIBCC will play a key role in helping identify and extract benefit from the enhanced lifecycle visibility this will enable."

HIBCC is an industry-sponsored, nonprofit standards development organization (SDO) that has been accredited and recognized by the American National Standards Institute (ANSI), the European Committee for Standardization (CEN) and the International Organization for Standardization (ISO). HIBCC's mission is to facilitate electronic commerce by developing appropriate standards for product and location identification among health care trading partners. HIBCC activities are managed globally via various international HIBCC affiliates.

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