

Seminar Series

The Clinical Importance of Unique Device Identification

Wednesday, August 31st, 2011
12:30-1:30 pm – Engineering Hall, Room 304



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Unique device identification (UDI) is a very important initiative across health care supporting patient safety, improved clinical process, post-market surveillance and supply chain efficiency. UDI allows standardization of device information and presentation of this information using the capabilities of information technology. Through this UDI enables quality, safety, and efficiency. *Natalia Wilson July 2011*

This seminar will focus on the importance of UDI for patient safety, improved clinical process and beyond the point of use in a patient. Highlighted will be UDI as the standard for device verification and information at point-of-use, documentation and identification of devices implanted in patients, support of efficiency in device recalls, and enhancement of post-market surveillance.

Research needs moving forward will be discussed.

Natalia Wilson, MD, MPH is co-director of the Health Sector Supply Chain Research Consortium at Arizona State University (HSRC-ASU). She is trained and board certified in internal medicine.

Dr. Wilson's clinical experience has included partnership in a community-based private internal medicine practice where she focused on preventive medicine and women's health. Dr. Wilson conducts research, writes and speaks on topics related to the healthcare supply chain. Research interests include the changing relationships between physicians-hospitals-suppliers-patients, physician engagement in the health care supply chain, unique product identification, comparative effectiveness research, and health care reform.

Recent publications include Engaging Physicians in Collaborative Supply Cost Management in *Getting It Done: Experienced HealthCare Leaders Reveal Field-Tested Strategies for Clinical and Financial Success*, *Aligning Stakeholder Incentives in Orthopaedics*, and *Hip and Knee Implants: Current Trends and Policy Considerations*.