



LOFTWARE™
ENTERPRISE LABELING SOLUTIONS

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FOR IMMEDIATE RELEASE

**UDI FIGHTING RECALLS: TRANSFORMING THE MEDICAL
DEVICE WORLD**

**Loftware Webcast on January 31st with FDA Senior Advisor Reveals Future Medical
Device Practices**

January 31, 2012 - Portsmouth, NH – Medical device manufacturers need to reexamine the way they approach patient safety. Recent troubled recalls of food, medicines and medical devices have raised some eyebrows; the time to change is now. Jay Crowley, FDA Senior Advisor, will talk with Loftware customers and industry representatives to discuss how medical device manufacturers can improve not only their brand reputation, but overall patient safety with recalls, post market surveillance/adverse event reporting and electronic health records.

The lack of an unambiguous, standardized, unique device identifier (UDI) allows medical device companies to set their own identification system, which may not necessarily be unique from one facility to another, resulting in confusion during critical moments such as a recall or investigation.

UDI implementations will result in better identification and traceability, which not only quickens a complete product recall, but will also allow device users to gain confidence about the medical devices and products they select to use.

“Currently, people talk about devices in different ways, and everyone has a different number assigned to [each device]. This makes our identification of signals and problems very difficult,” mentions Crowley.

Changing the way companies identify each medical device also changes the way consumers live their daily lives. Crowley, who has more than 20 years of experience with the FDA, is charging full steam ahead to improve overall patient safety when it comes to medical devices.

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“We can make better decisions, identify problems earlier and understand patients and what products they have,” says Crowley as we all look towards 2012 with emerging guidelines and requirements.

On January 31, 2012 at 1pm EST, Crowley will field questions from key medical device companies through a globally broadcasted Webcast hosted by Loftware. This is an opportunity for medical device companies to hear how proposed changes will ripple into each facet of their supply chain, and most importantly, what they can do today to prepare for the future.

To register for this exclusive Webcast go to: www.loftware.com

About Loftware

Loftware is the foremost authority and global market software leader in Enterprise Lifecycle Printing (ELP). ELP is a category of software that enables a holistic approach to barcode labeling, documents, and RFID Smart tags integrated into an enterprise’s application infrastructure across the entire supply chain. Loftware’s ‘no programming required’ approach leverages existing data processes to ensure a harmonization of product information from design to delivery. By eliminating redundant data sources, we deliver agile and compliant solutions that offer high-volume print capabilities for SAP, Oracle and legacy systems. In all, Loftware has enabled over 5,000 organizations to quickly develop and deploy complex label and document printing integration with unprecedented domain expertise. Learn more about Loftware by visiting <http://www.loftware.com>.

About Jay Crowley

Jay Crowley is Senior Advisor for Patient Safety for the Food and Drug Association (FDA) Center for Devices and Radiological Health. With over 20 years of specialized experience, Jay oversees the Unique Device Identification requirements of the 2007 FDA Amendments Act. For more information, please visit <http://www.fda.gov/>.

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