

## The Communal Pharmacies of Italy Chose Datalogic Heron™ Farma to Read Pharmaceutical Bar Codes

*The Communal Pharmacies managed from Admenta, Italy, selected the Datalogic Heron™ Farma handheld scanner to read bar codes on the newly mandated Italian medical prescription pads.*



Admenta Italia Spa is the Italian holding company of the German Celesio AG, a European leader in retail and intermediate pharmaceutical distribution. Admenta Italia Spa manages 162 Communal Pharmacies in Emili, Romagna, Tuscany, and Lombardy.

Beginning January 4, 2005, all Italian Communal Pharmacies, along with their branches and distributors, are required to comply with a new law instituting a Central Database aimed at tracing pharmaceutical packages to monitor healthcare expenses. This law decree issued by the Health Ministry on July 15th 2004 was published in the Gazzetta Ufficiale.

In order to be tracked in the distribution channel, packages distributed by the National Health Service are labeled with a clear identification label composed of two bar codes: an A.I.C. code identifying the single pharmaceutical compound and another ministerial code carrying the progressive compound numbering. Prior to January 2005, it was sufficient to provide only the identifying compound bar code, but now, Italian pharmacies must have the capacity to read and track the ministerial bar code as well.

To comply with the tracking requirements, the Council Pharmacies, managed by Admenta, adopted a Datalogic Scanning solution using the Heron™ Farma handheld scanner.

After evaluating several competitive solutions, Admenta chose the Datalogic Heron™ Farma scanners as it is equipped with the most innovative technical features, had the best ease-of-use, and

**Customer:**  
Communal Pharmacies

**Market:**  
Distribution & Retail

**Application:**  
Document Handling

**Country:**  
Italy

**Datalogic Business Solution:**  
Points of Customer Interchange

**Datalogic Product:**  
Heron™ Farma Handheld Scanner

*“Heron™ Farma has proven to be an extremely effective and efficient solution” asserts Danilo Santi, responsible for Information Systems at Admenta Italia “Pharmacists using the Heron™ Farma say it is able to read codes quickly with a high first-pass read-rates. They also indicate that they are pleased with the product as it is easy to use, light and ergonomic. It is perfectly integrated into the pharmaceutical environment because of its innovative design”*

*Danilo Santi, Systems Information Director, Admenta Italia*

guaranteed error-free data collection. The Heron™ Farma scanner has been specifically designed to read the new prescription pads and to meet the new requirements of the pharmaceutical industry in Italy.

When a patient goes to a Council Admenta Pharmacy to fill a prescription, the pharmacist can now associate the prescription, with the patient and the prescribed medication. Heron™ Farma scanner was the best solution for this application, as it reads progressive bar code numbers, including the bar code on the patient’s card and the bar codes on the medicine package.

“Every prescription can have up to six labels, resulting in up to 12 bar codes, as well as the prescription’s ID bar codes. The Datalogic Heron™ Farma scanner reads the correct labels in any situation, thanks to its features,” According to Doctor Raffaella Pesaresi of the Central council Pharmacy in Bologna.

Heron™ Farma handheld scanner is equipped with a special pointer, patented by Datalogic, that indicates which code is being read, making the tracking easier even when there are several codes on the prescription, a great help to pharmacists. The Heron™ Farma scanner has been designed to read one code after another and then concatenate the information. This guarantees that both codes are correctly detected and prevents incorrect matches. This process insures that the information sent to the Central Database is correct.

By using Heron™ Farma scanners supplied by Datalogic Scanning, the 162 Communal Pharmacies managed from Admenta, Italy are now all in compliance with the ministerial decree.



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R40-0244-UK A 0807