



Welcome to your September 2025 edition of GMDN Focus.

GMDN AGENCY CELEBRATES 20 YEARS OF GLOBAL IMPACT

This year marks a major milestone for the GMDN Agency — 20 years as a registered not-for-profit organisation.

From its founding vision in 2005 to today's global reach across 140+ countries, the GMDN has become a cornerstone of patient safety, regulatory efficiency, and international collaboration.

In her latest message, **CEO Deniz Bruce**, reflects on the journey so far and vision for the future - "Consistency in device naming isn't just technical, it's foundational to safer care, better data, and equitable access to medical technologies. Here's to the next 20 years of impact, collaboration, and innovation!"

Read the full message [here](#).



"This year is a significant milestone for the GMDN Agency as we mark 20 years as a registered not-for-profit organisation.

To everyone who has contributed to our journey — our team, our trustees, our members, and our global partners — thank you. Here's to the next 20 years of innovation, impact, and collaboration."



- DENIZ BRUCE, CEO OF THE GMDN AGENCY

GMDN AGENCY SIGNS COLLABORATION AGREEMENT WITH UK'S DEPARTMENT OF HEALTH AND SOCIAL CARE

We're proud to announce a landmark collaboration agreement with the UK's **Department of Health and Social Care (DHSC)** — a major step forward in enhancing medical device regulation and data management across the UK healthcare system.

Under this agreement:

- GMDN will be further embedded into key regulatory databases used by the **Medicines and Healthcare products Regulatory Agency (MHRA)**
- Play a central role in **NHS** programmes, including the new Product Information Management (PIM) system
- Streamline data sharing, improve consistency, and support better patient safety

As our **CEO Deniz Bruce** says: "This agreement underscores our commitment to improving patient safety and streamlining regulatory processes through the widespread adoption of GMDN."

Learn more on our website at this [link](#).



CALLING ALL MANUFACTURERS: JOIN OUR GMDN TRAINING WORKSHOP AND Q&A

Date: Thursday, 6th November, 2025

Time: 11:00 AM (UTC + 00:00)

Duration: 60 minutes

Platform: Zoom

Who Can Attend: Any GMDN manufacturer member

How to Register: Please register using this [link](#).



YOU CAN KEEP UP TO DATE WITH GMDN AGENCY ON LINKEDIN

Want to keep up to date with all our GMDN news and insights? Then connect and follow our **LinkedIn** page at this [link](#).



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Want to share your experience of using GMDN or have an idea on how we can work together? Please get in touch.

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