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Tassilo Korab

## Winter 2009 | Issue NO 16

### Dear Readers!

the year 2009 is coming to its end - a year marked by the global financial and economical crisis. Recessions and shrinking margins have a particularly negative effect on not for profit organisations who live on donations and sponsorships and HCPC-Europe is not an exception.

While the pharmaceutical industry was hit less hard than most other sectors, many of our member companies felt the consequences of the economical

downturn. And companies that are forced to shut down production sites and set people free have little incentive to make donations. Yet, HCPC-Europe seems to be stronger than ever before. New members have joined our organisation and many more have expressed their interest to support the idea of enhancing patient compliance by packaging solutions.

I would like to take this opportunity to thank all of you for working with us on this exciting project. In particular I wish to thank

the European Patients Forum EPF and the International Association of Patients Organisations IAPO for their continued support and all of you who helped to shape the organisation to what it is today.

HCPC-Europe wishes you a Merry Christmas and a successful 2010.

Tassilo Korab  
Executive Director

## The HCPC-Europe Voice of the Patient Survey

As reported in earlier issues of our newsletter, we are carrying out a survey on packaging and patient compliance.

This survey will be online on our website until the end of the year for participation.

We would at this point like to share with you a short interim overview of the respond to the survey.

The results showed a very clear picture that patients are longing for calendar packs, reminder features - conventional and elec-

tronic form, as well as combination packs.

Some of the answers and comments by the respondents need further investigation. In particular the issues colour coding, monitoring and accessibility.

Not surprisingly many participants expressed strong opinions (mostly negative) about contents and readability of patient leaflets although the survey did not contain specific questions about the PIL.

A number of the respondents are positive to being available for a in-depth analysis of the asked questions.

The full report will be published on our website early next year. As the survey is still ongoing we would appreciate if you could take part and let us have your opinion. The survey is available in English, French, German and Swedish. You can access the survey on our website.

We thank you for your collaboration.

## HCPC-EUROPE MEETINGS

**February 17<sup>th</sup>, 2010 London**  
Advisory Board Meeting and  
Board Meeting.

The Board Meeting is open to all HCPC-Europe members. If you would like to participate, please let us know.

## Conference Review

On November 10th, a number of leading experts active in the field of patient adherence to medicinal therapy met in Basel upon the invitation of HCPC-Europe to discuss ways of improving patient adherence and compliance to medicinal therapy and the role packaging can play in this objective.

Most of the conference participants accepted the invitation to join HCPC-Europe for a welcome cocktail and networking dinner on November 9th. The cocktail in the Sky-lounge overlooking Basel from the 30th floor of the Ramada Plaza Hotel was an excellent opportunity to meet and mingle with peers. The cocktail was followed by dinner at Filou which started with a short welcome speech from Tassilo Korab, HCPC-Europe's Executive Director.

We would like to take this opportunity to thank all participants for making this conference a success and may invite all of you to support the promotion of patient centred compliance enhancing pack design.

A summary of the speeches can be found on the following pages.

### *“Compliance Drug Packaging—Adding Value to Drug Products”*

In his key note **Prof. Dr. Ing. Bernd Jost** saw a shift in the market conditions from a sellers market to a buyers market with patients having a stronger say in the decision making on medication and at the same time from the quality of the drug product to a wider, more comprehensive understanding of quality including effectiveness of medicines which can be achieved by improved patient compliance. This however requires a new understanding of the drug market and a more patient centric thinking at the drug manufacturers. After showing some examples of drug packages which were designed to assist the patients to adhere to their therapies he demonstrated that individualisation and standardisation were not conflicting objectives.

### *“The Value of Packaging to Patients”*

**Steve Richmond**, head of global packaging at AstraZeneca underlined the importance of making drug packaging part of the treatment. To be the industry leader in



serving patients and delivering value AstraZeneca is embracing change in a world that is changing faster than any time before. Improving patient compliance is at the same time a challenge and a huge opportunity and the task is clear: assist patients to remember to take their medicine. A large number of aspects need to be considered like portability, sustainability, aesthetics, the way of presenting information etc. Solutions are available. They just need to be implemented.



Prof. Dr. Ing. Berndt Jost



Steve Richmond



## Conference Review



*“Intelligent Drug Packages as a Component of Personal Health Systems”*

**Eric Tousset**, Senior Research Scientist, Aardex Group, painted a picture of a new Personal Health System (PHS) based on wearable and portable tools capable of connecting the patients with health information Networks. This would lead to decreased in-patients costs, decreased cost for diagnosis and treatment while at the same increasing health care practitioners’ productivity. Management guided medication management (MGMM) based on medication event monitoring (MEM) offered a close loop feed back on the patient’s compliance pattern and could in case of necessity trigger an intervention by the health care provider.

relapses and associated illnesses ranging from ulcus ventricoli and ulcus duodeni to the possible development of stomach cancer. In addition, failed therapies are not just wasted money, they cause high expenses long term. Compliance enhancing intake aids as part of the pack provide a huge benefit to the patient, the drug producer and the health case system

*“Improving Medication Compliance—Global Standards Emerging”*

**Chris Johnson**, VP Business Development, Cypak is responsible for the emerging global standard for electronic medication monitoring. He updated the conference on the current process and status. The use case was developed within the Continua Health Alliance by pharmaceutical companies, health care providers, and solution providers. The technical definition was refined by IEEE, the technical organization governing over 1000 technical specifications including Wifi and Bluetooth, and is now transferred to the International Standards Organization for translation and implementation worldwide.

... continues on next page

*“Use of an Electronic Compliance-Monitoring Packaging Solution in Opioid Substitution Treatment”*

**Prof. Dr. Ulrich Tacke** from the University of Kuopio, Finland gave an insight into opioid substitutes abuse in the treatment of drug addicts. In the USA and some EU countries the emphasis lies on office based drug withdrawal by the use of substitutes whereas in other EU countries like Finland the first step of detoxication used to be carried out in drug clinics with a gradual liberalisation in the recent years encouraging take home allowances and dispensing of the substitutes by local pharmacies. Such a way of a treatment however requires a close monitoring to prevent abuse and diversion to addicts or drug dealers. The Stora Enso DDSi has proven to be a well suited tool to increase compliance and assure monitoring.



MD. PhD. Ulrich Tacke



Eric Tousset



Dr. Matthias Schneider



Chris Johnson

## Conference Review

... continued from page 3

The international standard, IEEE 11073-10472 together with Continua 1.5 guidelines, delivers an open standard platform for interoperable solutions in the field of medication compliance and is being adopted widely.

Chris thanked HCPC-Europe for their substantial and authoritative input to the development of the international standard.

*“Quality and Safety in Healthcare—Partnership Relations between Patient and Doctors from Patient Perspective”*

**Jolanta Bilinska**, Chairwoman of the Patient Safety Foundation and Member of the Board, IAPO spoke about the relations between patients and health care providers from the patients’ perspective. Her work focuses on empowering patients and getting them involved in decision making especially when it comes to patient safety and adherence, which requires concordance in the first place by including patients in the health care process

*“Findings of EPF’s Voice of the Patient Survey”*

**Sabine Lobnig**, Communication Assistant, European Patient Forum, gave a presentation on the pa-

tients’ view on medical packaging. While a solid majority of 83% thought that medical packaging was an important issue for patients, 60% agreed that packaging could indeed help to take their medicine in the right dosage at the right time for the right period of time. Almost half of the patients who took part in the survey had experienced some difficulties with the packaging of the medicines and 70% had some ideas on how to improve drug pack design.

*“Findings of HCPC-Europe’s Voice of the Patient Survey”*

**Tassilo Korab**, Executive Director, HCPC-Europe presented the findings of an online survey carried out by HCPC-Europe over the organisation’s web site. The questions asked related to patients and their medication, to conventional and to interactive packaging. Referring to compliance some 50% of the interviewed said that they relied on their memory to take their medication. The vast majority of the medicines were self administered tablets, packed in blisters. 60% found that calendar pack would be helpful to adhere to the regimen and some 50% would like to see more combination packs. Almost 70% would



appreciate an electronic reminder device but only approx. 40% would like their compliance pattern to be monitored.

*“Pharmaceutical Packaging for the Consumer—From the Packaging Producers Perspective”*

**Andrew Degnan** Process Development Manager, Chesapeake Pharmaceutical and Healthcare Packaging gave a comprehensive answer to the question as to how packaging can help to improve compliance. After showing a number of examples of innovative pack designs and explaining new technologies that make packaging interactive in order to provide information to the patients about their regimen and to remind them to take the medication he concluded that a market pull was needed to meet the technology push in order to get these innovations implemented - to the benefit of patient and health care systems



Jolanta Bilinska



Sabine Lobnig



Tassilo Korab



Andrew Degnan

## Conference Review



The table top presentation area offered the conference participants the opportunity to both see and feel products from a number of exhibitors during the conference.

Besides the Compliance Pack Award finalists Merck Serono, Novartis and Sandoz the following companies used the opportunity to inform about their newest technology and products Burgopak, Enestia, GP Solutions, Honeywell, Medixine, Prodieco, Protomed and Stora Enso.

A summary of the table top presentations can be

found on the following pages.

**Burgopak's** award-winning, patented pharmaceutical packaging is designed around a unique operating system that has been optimised to work on the company's new Bosch Sigpack machinery. The innovative pharmaceutical packs incorporate Burgopak's patented sliding mechanism, keeping the patient information booklet, blisters and outer carton connected at all times. The pack's high structural integrity extends its lifespan and ensures that the patient conveniently retains the entire pack intact at all times. Four basic designs can be adapted to meet your requirements, each of which can be customised to accommodate nearly any pill, blister or leaflet size.

More information at:  
[www.burgopak.co.uk](http://www.burgopak.co.uk)

**Enestia** - United Drug Packaging Group is a part of United Drug plc. Grouping 4 leading companies in Europe and the USA providing global coverage. We provide you our make and pack solutions in Europe at 4 sites and 2 in the USA. Together 1200 people using the newest

technologies in dedicated conditioned area's and clean rooms.

In Europe we're operating out of 4 facilities.

European packaging Centre 2 sites - 20.000 m<sup>2</sup> - 45 clean rooms;

Enestia Packaging 12.500 m<sup>2</sup> - 4 independent zones , together > 25 clean rooms;

TD Packaging 10.000 m<sup>2</sup>.

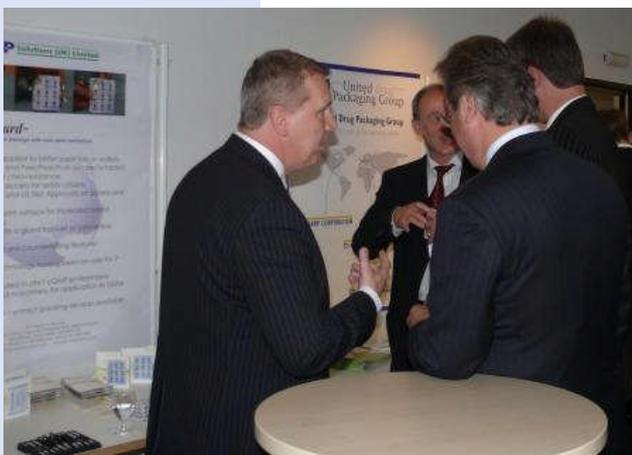
The mission is to devote our expertise and goal-oriented investments to creating innovative pharmaceutical and healthcare packaging solutions for and with you.

**GP Solutions (UK) Ltd** took the opportunity to display/promote their range of specialist packaging labelling solutions.

Of particular interest (to conference) was Dose Guard, which is a patented and approved secondary layer CR/SF product for blister pack and/or patient wallet.

This technology is highly adaptable/versatile and can also include the PIL (patient information leaflet – Braille), plus they have the added capability of including an Electronic Data Capture Device (within the secondary layer, either single use or re-useable).

More information at:  
[www.gp-packaging.com](http://www.gp-packaging.com)



## Conference Review

**Medixine** specializes in communication solutions for healthcare. They presented the Medixine Compliance Card and Stora Enso's Pharma DDSi package combined with Medixine mobile and server software, a system for efficient e-monitoring of drug compliance and efficacy. The information stored in the card/package can easily be transferred to the Clinic Monitor server software with a NFC mobile phone or PC-connected reader. The Clinic Monitor software provides clear reporting on received data, multi-channel alerts and a safe communication channel between the patient and the care taker.

More information at:  
[www.medixine.com](http://www.medixine.com)

**Prodieco** are the leading independent producer of blister pack tooling, we supply blister pack tooling for all makes and models of machines. At the recent HCPC conference Prodieco exhibited a range of our products. This included sample forming and sealing tooling. We also exhibited some rapid prototype blisters that we produced for the conference. These 3d prototypes can accom-

pany our blister layout drawings. It was also a good opportunity to display our 3-d blister design capabilities, all of our blister layouts are produced using a 3-d software package.

More information at  
[www.ppc.ie](http://www.ppc.ie)

**Protomed's** Biodose™ is medication compliance, monitoring and reporting system that manages tablets, capsules and oral liquid medication. The system allows medication administration to be monitored in real time through the use of 2-D bar codes, which when swiped before administration (e.g. in a care home), can record who administered the medication, date, time and contents. This information can be transmitted as well as being recorded. Recent development work with a British dermaceutical company has endorsed the capability of Biodose to accommodate creams, gels and ointments in its airtight pods and is attracting the attention of cosmetic and pharmaceutical companies.

More information at  
[www.protomed.co.uk](http://www.protomed.co.uk)

**Stora Enso Memori** is a new electronic diary card

which offers an easy way for patients to keep a diary of their medication, symptoms and feeling of wellness, for example. It's also ideal for patient follow-up in clinical trials. Previously, Stora Enso successfully combined paperboard with electronics in the award-winning Stora Enso Pharma DDSi solution. Memori builds on the same platform, a

microchip embedded in the paperboard and the use of conductive print. More information at  
[www.storaenso.com/pharma](http://www.storaenso.com/pharma)



## The Finalists of the Compliance Pack Award

### Merck Serono S.A. RebiSmart e-device, download kit and i-Med Electronic MS Patient Monitoring System



RebiSmart is an electronic injection system for self-injection of Merck Serono's injectable MS therapy Rebif. The device records patient adherence to therapy, data can be viewed on the device itself and downloadable via

a download kit in to a MS patient monitoring system developed by Merck Serono i-Med. The system enables health care professionals to monitor adherence and therapy outcome.

### Novartis, Coartem<sup>®</sup> compliance cards



Treatment regimen (3 consecutive days, morning and evening) is key in the efficacy of Novartis Coartem<sup>®</sup> tablets. Special designed packaging has been developed to promote and help compliance (pictograms/color code to have obvious amount of tablets per intake and timing).

Coartem<sup>®</sup> Dispersible, a new child-friendly formulation. Sweet-tasting and easily dispersed in water, Coartem<sup>®</sup> Dispersible eases administration and enables accurate dosing for children, the most vulnerable group of malaria patients. Same packaging concept has been adapted to have homogeneous product range and enhanced treatment understanding.

In January 2009, Novartis and Medicines for Malaria Venture introduced

### Sandoz, Azitromycin Granules for oral suspension / Pulp Spoon



This product is intended for use in children between 6 and 36 months, which are used to eating pulp-type food. A granulate made from azithromycin dehydrate, sucrose, mannitol, sweetener, buffer and swelling agents is placed on a flat polyethylene spoon which is then closed with a micro-perforated foil. Before use the spoon is immersed in

water. The water permeates the micro-perforated foil and wets the granulate, which turns to a pulp within a few seconds (>15). Then the foil is removed. The pulp is viscous enough not to drip from the spoon. It can easily be taken by small children. The consistency of the pulp closely resembles baby food.

# The Winner of the HCPC-Europe Compliance Pack Award 2009

Novartis with Coartem® Dispersible is the winner of the 2009 HCPC-Europe's Drug Packaging Design Award.

Launched earlier this year with Medicines for Malaria Venture, Coartem® Dispersible is a fixed-dose, sweet-tasting, easy-to-administer malaria treatment developed specifically for babies and children – those most affected by the deadly disease. The treatment is the only dispersible artemisinin-based combination therapy (ACT), and the only ACT pre-qualified by the World Health Organization and approved by stringent regulatory authorities. By providing Coartem® at cost in the public sector, the treatment course for a baby costs USD 0,36.

Aside from developing, producing and delivering this lifesaving treatment, Novartis was faced with the challenge of creating a universal packaging design that could be used globally, ensuring that the medication is taken properly once it reaches the pa-

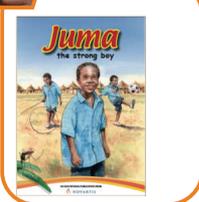
tient. To tackle this obstacle, Novartis developed innovative packaging for Coartem® Dispersible. The pictures, in addition to written instructions, make the treatment easier to use, and also explain the importance to complete the full treatment course in areas where illiteracy is common and the disease most prevalent. In addition, the packaging



Hans Rietveld  
Novartis Malaria Initiatives  
  
Dr. Nadia elMasry  
Novartis Malaria Initiatives  
  
Dr. Thomas Dries  
HCPC-Europe

patients in various countries in both rural and urban settings. This new, user-friendly packaging ensures proper dosing and patient compliance.

As part of its ongoing commitment to patients – particularly those in the developing world – Novartis has provided more than 280 million treatments of Coartem® without profit to malaria-endemic countries since 2001, saving an estimated 700,000 lives.



was field tested extensively with healthcare providers, caregivers and