

Press release, June 30th 2009



The Healthcare Compliance Packaging Council of Europe will hold their annual Conference on Packaging and Patient Compliance at the Basel-City Facility of the Institute of Pharma Technology at the FHNW School for Life Sciences in Basel, Switzerland on November 10th 2009.

Patient compliance with medicinal therapy is generally required for successful treatment. Complying with a medicine regimen is an economical and efficient way to prevent and cure illness and improve wellness. However, compliance seems to be the exception and not the rule.

Packaging helps to improve compliance and the HCPC-Europe Conference will present and discuss the latest thinking from industry leaders, bringing together pharmaceutical, packaging, and machinery industries with researchers, patient organizations, and other healthcare stakeholders. HCPC-Europe members will demonstrate pharmaceutical packaging solutions designed to encourage patients to comply with different prescribed regimens. New international standards for electronic monitoring embedded in packaging will be presented.

Europe's most prominent experts will give an insight into the benefits of improved patient compliance and the value of packaging initiatives. In addition to new technologies, the potential of existing solutions will be discussed. Speakers from leading European universities, patient organizations and the pharmaceutical and packaging industries will join experts in evidence-based medicine, and healthcare risk managers will explain the problems faced by patients. Topics will include the accessibility of medication, the ergonomics of pharmaceutical packaging and the numerous implications for both patients and the industry that have to be accounted for.

The event will start with welcome cocktails and a networking dinner on November 9th, followed by the conference, exhibition, and a panel discussion on November 10th. A special highlight of the event will be the presentation of the Drug Packaging Design Award for Enhanced Compliance.

The Design Award

HCPC-Europe further announces that entries for the yearly "Drug Packaging Design Award for Enhanced Patient Compliance" are now accepted, deadline for entries is September 15th 2009. All companies designing, producing or using pharmaceutical packaging that improve compliance are invited to participate.

For more information about both the Conference and the Drug Packaging Design Award, please contact:

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