

# Call for Entry



## Drug Packaging Design Award 2010 For Enhanced Patient Compliance

**HCPC-Europe's Conference 2010 Drug Packaging – The Prescription for Success  
November 3<sup>rd</sup> - 4<sup>th</sup>, London**

This award will be presented to drug packaging designers/developers for innovative patient compliance enhancing pack design. HCPC-Europe seeks to acknowledge creative solutions that help patients to adhere to their medicinal therapies.

Submissions will be judged on the impact of the pack design on patients' compliance according to the attached criteria (Pugh Matrix). Individuals and/or companies may apply.

The jury:

HCPC-Europe Board of Directors

The members of the Advisory Board:

Dr. Carl Heneghan (BM BCh BA (Hons) MRCGP, University of Oxford); Mr. Rod Mitchell (Chairman of IBD Research Foundation, Board Member EGAN, EPPOSI, Patient representative EFPIA); and Mr. Anders Olauson (President EPF, President and CEO Ågrenska)

The finalists will be notified by October 20<sup>th</sup> 2010 and invited to show their pack at the table top exhibition as well as in a presentation at the HCPC-Europe Conference 2010 in London.

The award winner will be announced during the HCPC-Europe Conference 2010 and will receive a certificate as well as a commemorative plaque.

Applicants are requested to complete the attached application form and to send it together with samples and photos of the packs to:

HCPC-Europe  
Liechtensteinstrasse 46a/1/10  
A-1090 Vienna

**Applications must be submitted no later than October 15<sup>th</sup> 2010**

For any questions please contact Tassilo Korab in our HCPC-Europe office at +43 1 890 34 45 or by mail at [hcpc-europe@tkm.co.at](mailto:hcpc-europe@tkm.co.at)