

Dear ladies and gentlemen,

As an organisation, we finance studies to provide information on packaging features that support better patient compliance. We also sponsor research into the economic benefits that improved adherence to prescribed therapy brings to patients, society and all associated with the pharmaceutical industry.

With this in mind, we are organising a conference in **Brussels** on **September 26<sup>th</sup>/27<sup>th</sup>** to bring together some of Europe's best experts in this field. These specialists will give us an insight into their findings on the benefits of improved patient compliance and the importance of packaging in this endeavour. We will hear not only about emerging new technologies, but also about those technologies that are more established but not yet employed to the extent that doctors or patients would wish. We will also learn how to make wider use of compliance enhancing packaging features.

We would be delighted if you would take part in this milestone conference, the details of which are detailed in the enclosed programme and registration form.

With best wishes.

**HCPC-Europe's 1st Conference on Compliance Enhanced Packaging  
Sept. 26th- 27th, 2006 Brussels, Belgium**

**PROGRAM SEPT. 27th, 2006**

- 10:00 – 10:05 **Dr. Thomas Dries** *Healthcare Market Manager, Honeywell  
Chairman of the Board , HCPC- Europe*  
**Opening Remarks of the Chairman**
- 10:05 – 10:20 **Tassilo Korab** *Senior Consultant, Alcoa Flexible Packaging,  
Executive Director, HCPC-Europe*  
**HCPC-Europe: Commitment, Milestones, the Way Ahead**
- 10:20 – 10:50 **DDr. Raimund Sterz** *Senior Director, Abbott GmbH & Co. KG*  
**Patient Compliance – the Misunderstood Problem of Healthcare**
- 10:50 – 11:20 **Prof. Johann Matthias Graf von der Schulenburg,**  
*Univ. Prof. University Hannover, Germany*  
**The Economic Impact of Patient Compliance (working title)**
- 11:20 – 11:30 **Coffee Break**
- 11:30 – 12:00 **Ron M.C. Herings PhD** *Director Pharmo Institute Utrecht, Netherlands*  
**The role of new drug formulation in combating investment loss due to non compliance**
- 12:00 – 12:30 **Dr. Simon Fradd** *British Medical Association, Chairman of the Pensions  
Committee, former Deputy Chairman of the General Practitioners Association of  
GB*  
**Reasons for Non-Compliance as seen from a General Practitioners View Point  
(working title)**
- 12:30 – 13:00 **Anders Olauson** *Chairman European Patients' Forum, Brussels*  
**Defending Patients Interests**
- 13:00 – 14:00 **Lunch**
- 14:00 – 14:30 **Colum Menzies Lowe** *Head of Design and Human Factors,  
National Patient Safety Agency,*  
**Design for Patient Safety (working title)**
- 14:30 – 15:00 **Kathrin Nink** *WidO, AOK Germany*  
**On risks and adverse reactions: do you read the package insert?  
A study on the readability and comprehensibility of drug package inserts in  
Germany**
- 15:00 – 16:00 **Coffee Break**
- 16:00 – 16:30 **Werner Gorath** *Senior Market Research Manager, ALTANA Pharma*  
**Packaging—an essential Tool to improve Patient's Compliance  
(working title)**
- 16:30 – 17:30 **Panel Discussion (John Bath, Simon Fradd, Anders Olauson** *Chairman  
European Patient Forum, Raimund Sterz, Kathrin Nink,  
Johann M. Graf von der Schulenburg)*

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**THE VENUE**



**The Marriott Hotel Brussels, Belgium**

Rue A. Orts 3-7/Grand Place

Phone: +32 2 5169090

Fax: +32 2 5169000

<http://www.marriott.com>

**Fee**

**Book on/before July 15th, 2006**

All inclusive/Members EUR 235,--

All inclusive/Non-Members EUR 520,--

**After July 15th, 2006**

All inclusive/Members EUR 260

All inclusive/Non-Members EUR 575,--

**The fee includes the participation at the Conference, the Welcome Cocktail at the Hotel as well as the Dinner on Sept. 26th, the Coffee Breaks and the Farewell Cocktail after the Conference on Sept. 27th.**

**How to Register**

Email: [hcpc-europe@tkm.co.at](mailto:hcpc-europe@tkm.co.at)

Fax: +43 (0)1 890 34 45 05

Mail: send this complete form, with payment to:  
HCPC-Europe  
c/o TKM Handels-GmbH,  
Liechtensteinstr. 46A/1/10  
A-1090 Vienna

**HCPC-Europe's 1st Conference on Compliance Enhanced Packaging  
Sept. 26th- 27th, 2006 Brussels, Belgium**

**ACCOMMODATION**

As we benefit from a special rate with the **Hotel Marriott**, the **Hôtel Metropole** and the **Novotel Brussels** and as we have only limited numbers of rooms at this special rate please book your room as early as possible indicating "HCPC-Europe's 1st Conference on Compliance Enhanced Packaging".

**Accommodations:**



**The Marriott Hotel Brussels, Belgium**

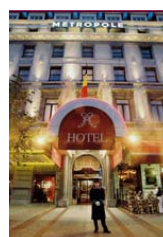
Rue A. Orts 3-7/Grand Place

Phone: +32 2 5169090

Fax: +32 2 5169000

<http://www.marriott.com>

single room: €149,—



**Hôtel Métropole**

Place de Brouckère 31

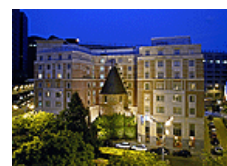
Brussels, 1000 Belgium

Phone: +32 2 217 23 00

Fax: +32 2 218 02 20

[www.metropolehotel.com](http://www.metropolehotel.com)

single room: €189,—



**Novotel Brussels Centre-Tour Noire**

Rue de la Vierge Noire 32/  
Zwarte Lievevrouwstraat 32

Brussels, 1000 Belgium

Phone: +32 2 505 50 50

Fax: +32 2 505 50 00

<http://www.novotel.com>

single room: €144,—



**HCPC-Europe's 1st Conference on Compliance Enhanced Packaging  
Sept. 26th- 27th, 2006 Brussels, Belgium**

**PROGRAM SEPT. 26<sup>th</sup> – 27<sup>th</sup>, 2006**

**Marriott Hotel Brussels**

On **September 26<sup>th</sup>, 2006** I will participate at

- 06:00 pm: Welcome Cocktail**
- 08:00 pm: Networking Dinner**

On **September 27<sup>th</sup>, 2006** I will participate at

- 10:00 am: HCPC-Europe Conference**
- 06:00 pm: Farewell Cocktail**

Thanking you in advance for your early reply we kindly ask you to return the registration forms to our office:

HCPC-Europe Conference  
c/o TKM Handels GmbH  
Liechtensteinstrasse 46 a/1/10  
A-1090 Vienna  
Fax: 0043-1-890 34 45 05  
Email: [hcpc-europe@tkm.co.at](mailto:hcpc-europe@tkm.co.at)



# HCPC Europe

(Reference:TAP)

You can also use the **Group Code: TAPTAPA** book directly through [www.marriott.com](http://www.marriott.com). Please go to the following link to book your hotel room online; <https://marriott.com/reservation/availability.mi?propertyCode=BRUDT>

## HOTEL RESERVATION FORM

*The Brussels Marriott Hotel*  
*Reservations Department*  
Rue A. Orts 3 - 7, 1000 Brussels  
Tel: +32 2 516 90 10  
**Fax: +32 2 505 22 76**

**Marriott®**  
**BRUSSELS**

The rate granted to all guests participating in the above mentioned event amounts to **€149/-** per single room and **€174/-** per double room per night including breakfast and taxes for the **26<sup>th</sup> and 27<sup>th</sup> of September Departure on the 28<sup>th</sup> of September 2006**

### PLEASE COMPLETE IN CAPITAL LETTERS

Arrival date ..... Number of nights .....

Departure Date .....  Single occupancy  Double occupancy

Title Mr Mrs Ms Dr Other: .....  Smoking  Non-Smoking

First Name ..... Family Name .....

Company .....

Address .....

Telephone ..... Fax .....

Email .....  
(FOR CONFIRMATION)

Guarantee Credit Card Number: ..... Expiry Date: .....

Our check in time is 3 pm. Guests arriving before 3 pm will be accommodated as rooms become available. Check out time is 12 pm and our porters will arrange to hold luggage for those guests leaving the hotel later in the day. All reservations must be guaranteed by the individual delegates for late arrival by either credit card or one night room rate as a deposit. **The rooms can be cancelled up to 72 hrs before arrival.** After this time a cancellation charge of one nights stay is charged.

**If you wish to take advantage of this special rate,  
Please return this page by 26 of August 2006:**

**The Brussels Marriott Hotel to the attention of the Reservations Department**

**Fax +32 2 505 22 76**

**(After that date, The Brussels Marriott Hotel will not be able to guarantee availability,  
and reservations will be made upon room and rate availability)**