

EDITOR:

HCPC-Europe
Tassilo Korab
Executive Director
Liechtensteinstrasse 46 A
A-1090 Vienna/Austria
Phone/Fax:
+43-1-890 34 45
E-mail: tassilo@korab.at



SEPTEMBER / OCTOBER 2006

ISSUE NO.: 8

IN THIS ISSUE

Summary: 2
HCPC-Europe's
1st Conference
on Compliance
Enhanced
Packaging,
Sept. 27th in
Brussels

Summary: 4
3. General
Membership
Assembly Sept.
28th in Brussels

Newsletter

Dear Readers!

In this issue you will find a summary of HCPC-Europe's first Conference on Compliance Enhanced Packaging.

The venue that took place in Brussels on Sept. 27th 2006 reflected a spirit of optimism and commitment to achieve a demonstrable improvement in pharmaceutical packaging design for more consumer convenience, better adherence and

persistence to medicinal therapy.

This spirit is, more than anything else, reward and encouragement for the work we have been doing and the issues that need to be addressed.

Non profit organisations in general are funded on the active participation of all members and the involvement of the principle stakeholders.

The goal to which we work is not an easy task. So even more we need your input, your feedback and support. One of the speakers at the Conference made the re-

mark that HCPC-Europe - the way it is set up - had all the skills and expertise that it needed to make the improvement in Packaging design happen. Let us continue to work together towards this objective.

Tassilo Korab
Executive Director

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



On September 27th, some of Europe's leading experts in the matter of patient compliance came together in Brussels at the invitation of the Health Care Compliance Packaging Council Europe (HCPC-Europe), to discuss ways of improving patient adherence to medicinal therapy and the role packaging can play in this objective.

DDr. Raimund Sterz, head of outcomes research at Abbott, Ludwigshafen, Germany, pointed out that patients' non compliance was neither a new nor an unexplored problem, but little progress had yet been made to resolve it. He spoke about the five column model and emphasized packaging as one of those elements that had an extremely important role to play.

Prof. Johann Matthias von der Schulenburg, Professor at the Leibniz University of Hannover, emphasized the economic impact of patient compliances of the estimated costs of non compliance. He presented the approach of developing models for solutions.

The main message of **Ron M.C. Herings'** presentation in his function as Director of the Pharmo Institute Utrecht, was the question as to how new drugs can contribute to better compliance, the use of the right medication and its effectiveness. Ron M.C. Herings gave an insight in the pharmaceutical investment loss and adverse drug reactions (ADR) incurred due to non compliance and bad persistence. He further showed examples of benefits resulting from fixed dose combinations (FDC), convenience of administration, special formulations of drugs for long term use and smart packaging, capable of preventing waste and reminding patients of their regimen.

Simon Fradd, British Medical Association, Chairman of the Pensions Committee, former Deputy Chairman of the General Practitioners Association of the UK, vividly involved the audience in his presentation about compliance. Having been a general practitioner for many years, Dr. Simon Fradd spoke about compliance problems from his own personal experience. He made it clear that bad compliance can start with poor communication between doctor and patient. His initial sentence "failure of compliance is a failure of communication" was illustrated by many real-life examples.

Anders Olauson, Chairman of the European Patient's Forum Brussels, emphasized in his presentation the importance to "see" the needs of the patient and the position of the patient in the twenty-first century. This is a more knowledgeable

and empowered patient, whose own understanding of his or her condition has more impact on compliance than ever before.

Colum Menzies Lowe, Head of Design and Human Factors at the National Patient Safety Agency, underlined in his presentation how packaging design can improve or jeopardise patient compliance. He focused on the aspect of patient safety, showing numerous examples of poor, unthinking design which could lead to medication errors and potential harm to patients.

Katrin Nink, member of the Wissenschaftliche Institut der AOK Germany, introduced a broad survey about the importance of package inserts and the current design of package leaflets. She underlined the importance of adequate knowledge of the risk of drug therapy. “A well informed and compliant patient” she emphasized, is the key in achieving a successful therapy and she ended her presentation with the statement: “When in doubt, it is the legal requirements that should be changed – not the consumer!”

Werner Gorath, Senior Market Research Manager Altana Pharma., underlined very clearly in his presentation that packaging design supports adherence and is capable of simplifying the regimen as much as possible. Customizing the regimen as well as reinforcing desirable behaviour can be achieved by packaging design.

In a lively panel discussion, all participants agreed that non-compliance was an issue of major concern, but that little progress had been achieved so far. This emphasized the need for action by a group like HCPC-Europe. Bringing together skills, knowledge and experience of all the stakeholders, HCPC-Europe could concentrate on the one topic where measurable changes could be achieved, namely by concentrating on packaging solutions to improve patient compliance.

All participants of the panel discussion explicitly expressed their wish to remain closely involved with HCPC-Europe’s future activities.

Some opinions about the Conference:

“I was very satisfied with the content of this conference, fearing that it might be too focused on packaging...which would have been quite understandable. It turned out to be focused on compliance in general and I found the content of the presentations on that topic very rich and helpful.

Different points of view, according to the actual speaker’s environment, were represented which added to the quality of the presentations and discussions. Further focus on savings would in any cases be of interest as well so I think I will go on taking part to your conference.”

(Christine Guillot-Legrand, Group Development Manager, Mondial Assistance Group, Paris)

“... I look forward to remaining involved with our compliance goals and to continue working together with the HCPC-Europe organization.”

(Vincent Pisculli, Director Strategic Packaging Technology, GlaxoSmithKline)

“... I would like to say how much I enjoyed the event and how impressed I was with the calibre of speakers and audience. I would very much appreciate being kept involved in your work in the future.”

(Colum Menzies Lowe, Head of Design and Human Factors, National Patient Safety Agency, NHS, London)

3. General Membership Assembly Sept. 28th, 2006

Summary and Main Points

In his welcoming speech Dr. Thomas Dries emphasized the need that HCPC-Europe's value proposition should be elaborated to describe in a better and more detailed way the aims and goals of the organization. Dr. Dries encouraged that current members actively engaged in promoting HCPC-Europe, enhancing current membership to encompass additional organisations outside the packaging industry.

The members then expressed their own expectations and underlined the need to understand, educate and support key opinion leaders within the value chain and to provide examples of how packaging can influence compliance based on literature, studies and supported by leaflets, guideline books and industry awards.

They emphasized the importance of going be-

yond the packaging industry and to get other stakeholder involved more actively.

The Members also admitted that more internal selling within their own companies and / or organizations of HCPC-Europe's objectives and endeavours was needed.

Dieter Laube presented the Financial Report 2005/2006 which was accepted with the work done by the Directors of the Board in a unanimous decision reached by all members.

In a following workshop a number of objectives were set as targets for the next six months: brochure/leaflet/CD-Rom/PR—especially with regards to conferences/journals/stakeholders.

Preparation of Conference 2/
Involvement of universities/business schools.

tents and design of a NHS / Helen Hamlyn Research Centre - like brochure about compliance.

Scientific data collection by the help of a university.

Membership recruitment through all HCPC-Europe members—“members recruit members”!

The detailed Minutes of the General Assembly can be read and downloaded from the members section of HCPC-Europe's homepage:

www.hcpc-europe.org