

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



NOVEMBER / DECEMBER 2006

ISSUE NO.: 9

Newsletter

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Dear Readers!

Wishing you all best for the new year 2007 we kindly like to invite you to find some most interesting information in this issue.

After our very inspiring 1st Conference in Brussels last year end of September we now are looking forward to two major events—the General Assembly, including the election of a new Management Board and our 2nd Conference, taking place in Copenhagen November 8th.

In this issue we would like to inform you of the

Management Board's work regarding our organisations objectives, the contacts to other stakeholders of patient compliance and the gathering of scientifically based evidence as to how and in what degree packaging can contribute to better outcomes of medicinal therapies.

The Conference in Brussels opened new aspects and offered the possibility to make new contacts with people who are likewise interested in the topics of packaging, consumer convenience, safety and

patient compliance.

Working towards an equally interesting venue this year we do hope to receive your input, suggestions and comments and your vivid participation in the projects outlined in this issue of our newsletter.

Thanking you in advance for your strong support we again wish you a most successful year 2007!

Tassilo Korab
Executive Director

Save the Date!

- **General Assembly 2007, Brussels, May 10th 2007 at the Hotel Marriott - Members only -**
- **HCPC-Europe's 2nd Conference 2007, Copenhagen, Nov. 8th**

Summary of HCPC-Europe's Board Meeting

December 8th, 2006

Vienna, Austria



Starting with the **Opening Remarks** Dr. Thomas Dries reflected on the fact that in 2003 HCPC-Europe was constituted in Vienna and that the focus of the organisation now - after the success of the 1st Conference - needs to be on defining not only the-What? But also very much the How? on achieving these goals. HCPC-Europe needs to meet its expectations—and in order to achieve key projects need to be selected that HCPC-Europe can deliver upon. The goal for 2007 will be to deliver a demonstrable impact.

AS one of the main topics the **Future Strategy including Milestones** were discussed explicitly. Starting to analyse **the Strategy** it became almost instantly clear that with limited resources HCPC-Europe

must strive to raising the profile of the organisation to attract more members and stakeholders.

One of the main aspects is to build on the success from the very positive feedback we received after the s y m p o s i u m . Nevertheless there has to be a focus on attracting more stakeholders outside of only Pharma who are reluctant to join HCPC-Europe.

Putting together an even more attractive next symposium, providing the criteria for a Compliance Pack Award and involving key opinion leaders are fundamental to make HCPC-Europe's goals a real success.

Therefore HCPC-Europe has to be established as “the” a u t h o r i t y o n compliance. The Board agreed to initiate a Pack Award for 2007, to enhance PR work, increase the presence at other conferences as well as networking and c o n t i n u o u s communication between

HCPC-Europe and other stakeholders in particular authorities such as NHS. A European Study on Compliance could form a base for the Pack Award 2007. Last but not least to encourage and enhance more active involvement of all members of HCPC-Europe is a primary objective of the Boards endeavours.

Some of the most important Milestones which were presented to the Board included articles in the trade press, HCPC-Europe's presence at the Pharmapack Paris January 2007, the financing of a Compliance Study, the General Assembly by beginning of May 2007 and HCPC-Europe's 2nd Conference in autumn of 2007.

David Barker presented a draft proposal concerning the preparation for a Study Design for the “Guidelines for Compliance Enhanced Packaging” and received full agreement

of the Management Board, asking to proceed in this matter.

Another major topic was the **HCPC-Europe Homepage** as a platform for communication with key stakeholders and members. Several ideas of improvements were made by Tassilo Korab and were agreed upon by all.

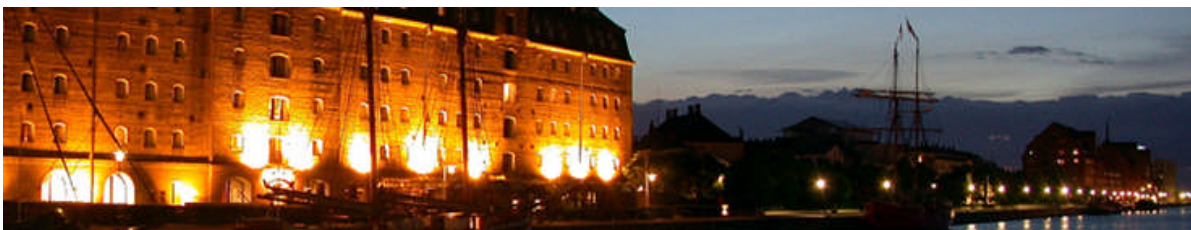
Please find below the two most **important dates** for the upcoming events of HCPC-Europe which are the date of the General Assembly 2007 and HCPC-Europe's 2nd Conference.



**HCPC-Europe
General Assembly 2007
Brussels, May 10th 2007
at the Hotel Marriott**

- Members only -

Major topic of this year's General Assembly will be the election of a new Management Board



**HCPC-Europe's 2nd Conference
November 8th, 2007
at the
Hotel Admiral in Copenhagen, Denmark**

www.admiralhotel.dk