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Newsletter

Dear Readers!

From time to time it seems to be necessary to reflect on what we are doing and on whether and how we can contribute to make a change towards better patient compliance. And it is good to get the proof that we are on the right track by publications from some of the most important health scientists and organizations that exist. Abstracts of some of

these publications you can read in this newsletter.

However I do believe that it still takes increased efforts to spread the awareness about the enormous benefits improved patient compliance could bring and how much money healthcare systems could save.

To give you a clear picture on what we have been doing and what

was achieved so far we organize our first conference on Compliance Enhanced Packaging". Details of which including program and registration form can be found on the last pages of this issue.

Tassilo Korab
Executive Director

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

**For further information e.g. speakers / program
see pages 5-7**

Bulletin of the World Health Organization

Do fixed-dose combination pills or unit-of-use packaging improve adherence? A systematic review

Abstract

Fixed-dose combination pills and unit-of-use packaging are therapy-related interventions that are designed to simplify medication regimens and so potentially improve adherence.

Adequate adherence to medication regimens is central to the successful treatment of communicable and non communicable diseases. Fixed-dose combination pills and unit-of-use packaging are therapy-related interventions that are designed to simplify medication regimens and so potentially improve adherence. We conducted a systematic review of relevant randomized trials in order to quantify the effects of fixed-dose combination pills and unit-of-use packaging, compared with medications as usually presented, in terms of adherence to treatment and improved outcomes. Only 15 trials met the inclusion criteria; fixed-dose combination pills were investigated in three of these, while unit-of-use packaging was studied in 12 trials. The trials involved

treatments for communicable diseases ($n = 5$), blood pressure lowering medications ($n = 3$), diabetic patients ($n = 1$), vitamin supplementation ($n = 1$) and management of multiple medications by the elderly ($n = 5$). The results of the trials suggested that there were trends towards improved adherence and/or clinical outcomes in all but three of the trials; this reached statistical significance in four out of seven trials reporting a clinically relevant or intermediate endpoint, and in seven out of thirteen trials reporting medication adherence. Measures of outcome were, however, heterogeneous, and interpretation was further limited by methodological issues, particularly small sample size, short duration and loss to follow-up. Overall, the evidence suggests that

fixed-dose combination pills and unit-of-use packaging are likely to improve adherence in a range of settings, but the limitations of the available evidence means that uncertainty remains about the size of these benefits.

Read the whole article with the list of references under:

http://www.scielosp.org/scielo.php?script=sci_arttext&pid=S0042-96862004001200010&lng=e&nrm=iso&tlng=e

Reminder packaging for improving adherence to self-administered long-term medications / Heneghan CJ, Glasziou P, Perera R Cochrane review abstract

(Plain language summary)

Reminder packaging may help people take long-term medications

People often miss taking prescribed medication, because of forgetfulness, changing medication schedules or busy lifestyles. It is estimated that between 40% and 60% of people do not take medication as prescribed, which can lead to worse health outcomes. Packaging of medications with reminder systems for the day and/or time of the week is an attempt to help people take long-term medications. We assessed eight studies involving 1,137 participants who were taking self-administered medications for at least one month. The studies involved different types of packaging, and different medications for a variety of health problems. We found that reminder packaging increased the proportion of people taking their medications when measured by pill count; however, this effect was not large. We found insufficient information to say whether reminder packaging had an effect

on improving health outcomes. Reminder packaging for certain individuals may represent a simple method for improving the taking of medications; further research is needed to improve the design and targeting of these devices.

ABSTRACT

Background

Current methods of improving medication adherence for health problems are mostly complex, labour-intensive, and not reliably effective. Medication 'reminder packaging' which incorporates a date or time for a medication to be taken in the packaging, can act as a reminder system to improve adherence.

Objectives

The objective of this review was to determine the effects of reminder packaging to enhance patient adherence with self-administered medications taken for one month or more.

Search Strategy

We searched the Cochrane Central Register of Controlled Trials (CENTRAL) and the Database of Abstracts

of Reviews of Effects (DARE) (The Cochrane Library Issue 3, 2004), MEDLINE, EMBASE, CINAHL and PsycINFO from the start of the databases to 1 September 2004. We also searched the internet, contacted packaging manufacturers, and checked abstracts from the Pharm-line database and reference lists from relevant articles. We did not apply any language restrictions.

Selection Criteria

We selected randomised controlled trials with at least 80% follow up, comparing a reminder packaging device with no device in participants taking self-administered medications for a minimum of one month.

Data Collection and Analysis

Two reviewers independently assessed studies for inclusion, assessed quality, and extracted data from included studies. Where considered appropriate, data were combined for meta-analysis, or were reported and discussed in a narrative.

Read the full article under:

<http://www.cochrane.org/reviews/en/ab005025.html>

Medication 'reminder packaging' which incorporates a date or time for a medication to be taken in the packaging, can act as a reminder system to improve adherence.

Dealing with Treatment Adherence Issues in Acute Conditions

Arnold Weil, MD and Edgar Genato, MD

Abstract:

Too often, patients seek help and receive medical advice but return for follow-up with less-than-optimal improvement because they did not comply with recommended therapy. Costs of non-adherence add to the economic burden of health care in the United States and interfere with appropriate treatment. By discussing with the patient anticipated barriers, such as perceived side effects or regimen complexity, the physician can significantly improve outcomes. The authors outline ways to enhance patient compliance and improve the clinical picture while reducing costs.

Most adherence studies address chronic conditions. The literature on adherence among patients with acute conditions is surprisingly sparse,⁵ but based on anecdotal evidence and our clinical experience, such patients may also ignore sound medical advice.

Adherence Versus Compliance

Called "compliance" for decades, adherence is the extent to which patients follow the instructions you provide when prescribing treatments.⁵

Compliance—the act of complying with a wish, request, or an instruction—implies an asymmetrical relationship in which the patient is expected to acquiesce to the prescriber's directives.⁶

Types of Non-Adherence:

Treatment non-adherence is sorted into 5 categories:

- Hesitance to initiate therapy
- Skipped doses
- Therapy discontinuation
- Dose self-adjustment
- Inappropriate drug administration

Barriers to Patient Adherence

- Patient's independent assessment
- Potential side effects
- Cost
- Regimen complexity
- Fear of addiction

Addressing Lack of Adherence

Patient's beliefs about prescribed medications, including whether the drug is necessary, and concerns about depen-

dence or long-term effects have been shown to be stronger predictors of adherence than clinical and sociodemographic characteristics.

Consider the Individual Patient

The main message is that there is no one-size-fits-all treatment. Each patient is unique, and the physician must match the treatment to the individual patient.

Medication Labelling

Precise, concise labelling may greatly increase the likelihood of adherence.

Conclusion

Open, clear communication about a patient's situation can greatly increase adherence. The keys to improving adherence are 2-fold: involving the patient is developing a treatment plan and asking the patient to identify barriers to the treatment goals you have set. It is also important to welcome questions and dispel myths about the addiction potential or side effects of medication.

Read the full article under: <http://www.residentandstaff.com/article.cfm?ID=436>

The authors outline ways to enhance patient compliance and improve the clinical picture while reducing costs.

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PROGRAM
 (preliminary)

- 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 Macro 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 European Patient's*
Forum, Brussels, Belgium,
Investment loss in Pharmacotherapy
- 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 **Dr. Walter Dohr** *Chairman of Austria's Patient Commissioners*
Systems to defend Patient's Interests / The Austrian Model
- 13:00 – 14:00 **Lunch**
- 14:00 – 14:30 **Colum Menzies Lowe** *Design Manager, National Patient Safety Agency,*
Design for Patient Safety (working title)
- 14:30 – 15:00 **Kathrin Nink** *WidO, AOK Germany*
Title to be defined
- 15:30 – 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, Raimund Sterz, Kathrin**
Nink, Johann Matthias Graf von der Schulenburg)

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

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 June 15th, 2006

All inclusive/Members EUR 235,--

All inclusive/Non-Members EUR 520,--

After June 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, the Coffee Breaks and the Farewell Cocktail after the Conference.

How to Register

Email: 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
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ACCOMMODATION

As we benefit from a special rate with the **Hotel Marriott**, the **Metropole Hotel** 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

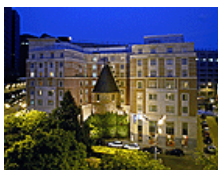
Brussels, 1000 Belgium

Phone: +32 2 217 23 00

Fax: +32 2 218 02 20

www.metropolehotel.com

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,--

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REGISTRATION FORM

Personal Details

Name: _____
 First Name: _____
 Job Title: _____
 Company: _____
 Department: _____
 Telephone: _____
 Fax: _____
 Email: _____
 Address: _____
 Town / Country: _____

How to Pay

Credit Card

Please debit: Visa Diners MasterCard

Card No: _____

Expiry date: _____

Signature: _____

By Bank Transfer

Bank:	Erste Bank der österreichischen Sparkassen AG
Account Name:	TKM Handelsgesellschaft mbH HCPC-Europe Conference z.Hd. Hr. Korab
Address:	Liechtensteinstrasse 46A/1/10, A-1090 Vienna
Account No:	283-368-585/01
Bank Code:	20111
IBAN:	AT262011128336858501
BIC:	GIBAATWW

Cheque

Enclosed is our Cheque for EUR in favour of "HCPC-Europe Conference.

Please include the participants name and address on the reverse of the cheque