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Newsletter

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- ***Editorial***

Dear Readers!

The year 2005 comes to its end, and for HCPC-Europe it has been a year of progress, growth, a new organisational structure and many challenges. We feel very encouraged by the commitment of our member companies, by the interaction between these companies to develop new, compliance enhancing ideas and by the fact, that patient compliance is more and more on the agenda of health care providers, recognizing the tremendous potential of improved therapy adherence to better quality of life and efficacy of health care expenditure. There are many approaches to this complex matter and packaging is just one of them, however, as we see it, one, that can make a big contribution at relatively low cost or in other words, with an excellent return on investment. While there is evidence, that calendar packs improve patient compliance, we still see, that most of the drugs are still not being packed with this simple and cost effective feature (just to quote one example). The general assembly, generously hosted by Uhlmann and the board meeting, which took place at Frankfurt on November 30th 2005 have set the goals for the coming year and we are convinced to deliver tangible benefits of being part of HCPC-Europe. Let me take this opportunity to wish all of you pleasant and peaceful holidays and a successful year 2006.

Tassilo Korab
Executive Director

- ***HCPC-Europe Board Meeting November 30th 2005. Abstract of the Minutes of the Meeting***

In his opening remarks, the chairman of the board, Thomas Dries referred to the General Assembly in Laupheim, which was rated as a very positive meeting and thanked Uhlmann (Oliver Naucke) for the excellent organization, again.

The board appreciates the strong involvement of our members and their backing as well as their buy-in regarding the future steps of our organization. The action items discussed need to be moulded in an action plan with clear deliverables, which need to be well communicated to all members of HCPC Europe and the healthcare community. The goals set by the general assembly have to be met by any means, said Thomas Dries, and it was now the board's and the executive director's duty to deliver. This is a pre-condition for convincing more companies as well as patient organisations to actively work with us for better patient compliance through packaging related initiatives.

The board members agreed on the next steps to be taken according to the recommendations of the general assembly, assigned the work to the experts concerned and set a time frame for the accomplishment of the set targets.

A symposium on Compliance packaging to be held at the end of Sept., beginning of October 2006, a stakeholder analysis and an in depth Voice of the Patient Study were defined as the top priorities on the HCPC-Europe agenda.

The full minutes of the meeting can be found on the HCPC-Europe web site in the section accessible to members only.

- **Worldwide drug packaging demand to grow 5.3% per year through 2009 says a new Freedonia Study**

World pharmaceutical packaging demand is projected to advance 5.3 percent annually to \$24.3 billion in 2009. Growth will follow upward trends in global medication consumption, which will expand at a strong pace as aging demographic patterns lead to an increasing number of diseases and disorders. Pharmaceuticals will assume an expanding role in worldwide health care delivery based on new product introductions and economical advantages over other forms of patient treatment.

Besides upward trends in medication consumption, the adoption of stricter regulations and standards governing the production, storage, distribution and labelling of pharmaceuticals will boost global growth opportunities for packaging products and accessories. Historically, pharmaceutical packaging requirements focused exclusively on preserving the quality of

enclosed medication. These requirements are now being extended to cover such criteria as the prevention of product tampering and counterfeiting, the *assurance of product dispensing accuracy and the promotion of patient compliance with product dosage schedules*.

China, India to lead gains among top 10 markets

More than 80 percent of revenues will be absorbed by the ten largest drug-producing countries: the US, Japan, France, the UK, China, Germany, Italy, India, Switzerland and Brazil. Among these countries, China and India will generate the fastest growth in demand based on rapidly expanding pharmaceutical manufacturing capabilities and the phasing-in of government programs to upgrade the quality of nationally produced medicines. The US will remain the largest consumer of pharmaceutical packaging as the country's advanced proprietary drug-producing sector introduces new sophisticated preparations with specialized storage requirements. Growth in demand among the top West European drug makers will largely reflect increasing applications for blister packaging attributable to the European Union directive that all prescription drugs dispensed directly to patients be in a unit dose pack. Downward pricing pressures on government-reimbursed medicines will account for below average gains in Japanese pharmaceutical packaging demand.

- **Pharmaceutical Packaging: Forced or Desired Change ?**

This question is raised by an article by Paul Earnshaw, principal consultant at PA Consulting Group's Cambridge Technology Centre and published in PMPS, the pharmaceutical Manufacturing and Packaging Sourcer.

In his analysis Paul Earnshaw states: *The overall picture is clear. Pharma spends as little as possible to help the patient (that is the consumer). Other industries recognise the significance of helping the consumer (that is the patient) and make the packaging improve function, interest, accessibility and add value, which all lead to added revenues, so everyone benefits.*

A number of regulatory drivers have recently been created, so pharmaceutical packaging will have to change in a number of aspects, in particular with regards to patient safety and if change is inevitable, why not embrace it and deliver other significant benefits at the same time?

Read the full article in PMPS or at

http://www.inpharm.com/static/intelligence/pdf/MAG_336742.pdf

- **Conferences about Patient Compliance**

The Global RFID ROI - 4th Annual Summit, January 30th and 31st 2006 London

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