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Newsletter

Dear Readers!

One of the main objectives of our organization is to cooperate with numerous stakeholders that have a vital interest in improved patient compliance.

As you can see in the program of our first conference to be held on Sept. 27th, the most prominent representatives of these stakeholders will be present and give a presentation of their viewpoint of an issue that is described as

being one of the best documented and least understood issues in healthcare.

Some of the companies and organizations that have been involved in packaging design for a sake of patient safety and improved adherence of medical therapy have come up with excellent examples as to how to present information that helps compliance to the patients.

The NHS and the Helen Hamlyn Research Centre have developed a guide to the graphic

design of medication packaging, copies of which can be obtained by the office of HCPC-Europe. In this summer edition of the newsletter we present you also the work done by Hameln Pharma Plus.

Tassilo Korab
Executive Director

Information Design for Patient Safety

A guide to the graphic design of medication packaging

Extract from: NHC / The Helen Hamlyn Research Centre

http://www.npsa.nhs.uk/site/media/documents/1539_Information_Design.pdf



Packaging design should take into account the needs and capabilities of the widest possible range of potential users, and in particular older and partially sighted users, and how they interact with the medicine in the home.

It should also consider the needs of pharmacists and, in particular, how they identify, classify and differentiate between medicine packages.

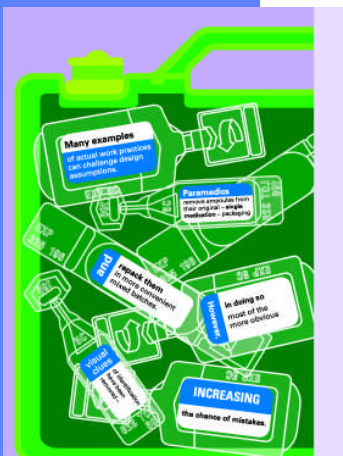
Aim:

There are a number of core tasks that are critical for the safe use of pharmaceutical packaging. The aim is to assess how users find the information they need and how they then interpret this information. The test should be able to highlight any undesirable outcomes and determine the best combination of design elements.

Design for Patient Safety

A system-wide design-led approach to tackling patient safety in the NHS
Extract from: The NHS, Department of Health, Design Council

http://www.npsa.nhs.uk/site/media/documents/1498_DesignForPatientSafetyReport.pdf



PURCHASING EQUIPMENT

High-risk industries have adopted an integrated 'system design' approach towards the way they identify equipment specifications. The defence industry, for example, does this from the very start of its procurement process and bases its designs on information drawn from a

variety of areas: the lifecycle of a product is taken into account along with maintenance costs and the attitudes, training and skill levels of likely users. The process has been standardised by the use of a 'requirement capture' method developed specifically for this purpose.

Design and Safety / http://www.hm-ph-group.com/en/pharma_plus/design_safety/index.php

Extract from the Hameln Pharma Plus Homepage:

We are convinced that well designed packaging and labelling can reduce the incidence of medical errors.

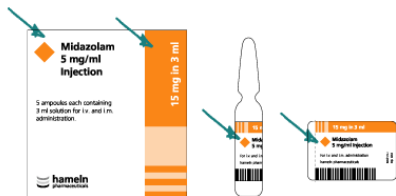
Medical professionals have to choose the right product without doubt – first time, every time. Our packaging design for generics offers easy and quick orientation, clear information without redundancies. It is simple, straightforward and designed with safety in mind.

Good packaging design can reduce the incidence of medical errors.

1. The different elements:

Symbols and colours

A symbol and a colour for each product - on the package and the label

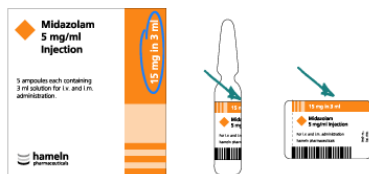


Concentration - differences in the words

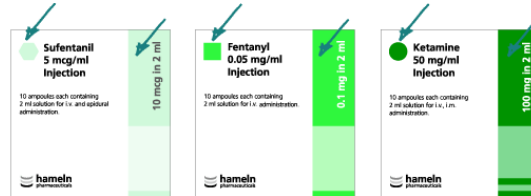


Strength in volume

The strength in volume is clearly indicated through big type - on the package and the label.

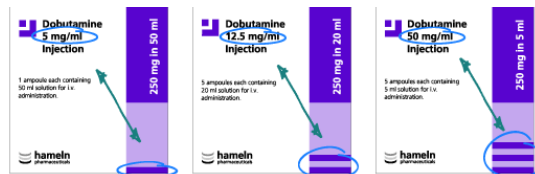


2. How it works:



One colour world for a group of products

Example: General anaesthetics.
The colour tones helps with differentiation between different products of the same group. The coloured symbol is different for each product and draws attention to product name



Identical substance but different concentrations

Products are identified through the **symbol and colour** and their different concentrations are identified through the **number of stripes**. **Stripes support edge recognition and act as a differentiator between concentrations.** More stripes = stronger concentration.

The company name and the logo are monochrome to avoid distraction.

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

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

Conferences about Patient Compliances



Pharmaceutical Packaging

14th - 15th September 2006

The majority of all pharmaceutical recalls and errors are packaging related. This course closely examines all of the key stages of pharmaceutical packaging, from component manufacturers and suppliers to final product release.

<http://www.rssl.com/OurServices/Training/QPTraining/QPPharmaceuticalPackaging.htm>