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Tassilo Korab

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Dear Readers!

This is the first edition of our Newsletter since our Conference in Vienna late last year. Those of you, who attended the event certainly recall the exciting innovative packs that were presented for the pack award, showing that thoughtful design can make a change in consumer (patient) convenience, compliance, adherence and persistence and can contribute to the success of a product.

Since last November some changes have taken place in our organisation, we have been updating our web site (which we kindly invite you to visit)

and we have been preparing this year's general assembly and conference.

We also have been working on the survey that we are undertaking with EPF, the European Patients Forum (the umbrella organization for European patient organizations) on the impact of packaging on the adherence with regards to different disease areas. Design and proceedings of this investigation will be subject of our next newsletter. The results of this survey will be subject of a presentation at our conference which is due to take place on November 10th in Basel, Switzerland.

I would like to take this opportunity to express my sincere thanks to Nicola Bedlington, Secretary General and Anders Olauson, President of the EPF for their kind support.

The work that we have done so far makes me confident that we can contribute to improving packaging in the interest of all of us since we all have been, are, or will be patients at some point in time and for some period in our lives.



Tassilo Korab
Executive Director

SAVE THE DATE

General Assembly 2009
Thursday May 28th 2009, Brussels, Belgium

Members only!
Further details will be dispatched in time to all members!

HCPC Europe's 4th Conference 2009
Thursday November 10th 2009, Basel, Switzerland

Medicines Adherence Guidelines by NICE

By Chris Johnson

Member of the Bord of HCPC Europe, VP Business Development CYPAK

A few weeks ago the much awaited Medicines Adherence Guidelines were published by NICE. NICE is The National Institute for Clinical Excellence, chartered to develop recommendations for use in UK, and is a thought leader world-wide.

HCPC-Europe was invited to contribute to the development of the Guidelines and was glad to see that packaging is seen as an important tool.

NICE is highly respected for cautious and thorough analysis. After a complete review of the available literature and over 2000 studies, they state:

“It is thought that between a third and a half of all medicines prescribed for long-term conditions are not taken as recommended. If the prescription is appropriate, then this may represent a loss to patients, the healthcare system and society. The costs are both personal and economic.”

Much research remains to be done. NICE observe that the vast majority of trials do not satisfy the strict requirements of evidence based medicine

even though they point in the same direction: Compliancy is a major issue for healthcare providers, for clients, and for payers. With the medicine budget in UK alone being over 10 billion pounds, the conclusion that 30-50% is being used ineffectively is dramatic.

NICE recommend using interventions to overcome practical problems associated with non-adherence if a specific need is identified. NICE state:

“Target the intervention to the need. Interventions might include:

- *suggesting that patients record their medicine-taking*
- *encouraging patients to monitor their condition*
- *simplifying the dosing regimen*
- *using alternative packaging for the medicine*
- *using a multi-compartment medicines system*

HCPC-Europe members will be pleased to note that packaging plays a role in all these recommended interventions.

The finalists in the 2008 Columbus Egg Packaging Award all showed

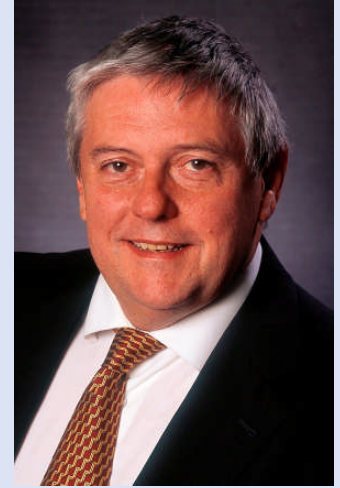
solutions that are fit for purpose.

Some may consider it disappointing that NICE do not provide a “one size fits all” solution to improve compliancy, even though they quote a Cochrane review, “Interventions for enhancing medication adherence”, which concludes that improving medicines taking may have a far greater impact on clinical outcomes than an improvement in treatments.

The fact is that all clients are individuals and the causes of non-compliance are complex. While practical measures such as making packs easy to open, or affordable electronic monitors to register dosage events and questionnaires, do have value in many situations, the solutions must be tailored to the client, to the therapy, and to the return on investment.

The publication of the NICE guidelines is a first step on a long journey.

HCPC-Europe will stay close to the process, providing input and giving feedback to members.



Chris Johnson

You can read the full guidelines on:
www.nice.org.uk/Guidance/CG76

ADVISORY BOARD

With regret we have to inform you that Dr. Simon Fradd resigned from his position as an Advisory Board member. Dr. Fradd was recently awarded two new contracts for new star up practices in the London area and will be fully occupied with this new challenge.

We would like to express our appreciation to Mr. Fradd for his valuable time and participation in the HCPC Europe Advisory Board and wish him all the best for the future.

While we regret Dr. Fradd's resignation, we are very glad to announce and would like to welcome Mr. Rod Mitchell as a new member to the HCPC Europe Advisory Board.

Rod Mitchell, a retired banker with some additional experience in the field of municipal finance, has for 10 years until 2008 been Chairman of the European Federation of Crohn's and Ulcerative Colitis Associations (EFCCA) and a Governing Board member of IAPO - International Alliance of Patient Organisations. Now Chairman of a new EFCCA initiative, the IBD Research Foundation (for Europe), he continues as a Board member of the European Genetic Alliance

- EGAN, the European Platform for Patients Organisations, Science and Industry - EPPOSI and as a patient representative in the EFPIA Think Tank. Actively involved in the Crohn's and Colitis patient movement as a volunteer for some 25 years Rod Mitchell retains a lay world-wide interest especially in the field of inflammatory and genetic related conditions. He also currently serves an "alternate" member of the EMEA Patient and Consumer Working Party and the European Health Policy Forum.

OFFICE MANAGER

We also regret the resignation of Mrs. Dörte Lempcke who has been with HCPC Europe since 2006. In January 2009 Mrs. Lempcke was assigned the position for cultural affairs and protocol at the German Embassy in Vienna. We wish her all the best in her new chore.

At the same time we would like to welcome our new office manager in Vienna. Anita Hofer-Åsberg was born in Sweden and has lived and worked in Sweden, the US and Austria. She brings experience in office management, marketing-, key account- as well as project management.

WEBSITE

We are continuously working on improving and widening the contents the HCPC-Europe Website. If you would like to see more information on specific topics or new content, please do not hesitate to contact us at hcpc-europe@tkm.co.at. We welcome all suggestions!

HCPC EUROPE 4th CONFERENCE 2009

This year's conference will take place in Basel, on November 10th, 2009.

UPCOMING HCPC EUROPE MEETINGS

Please be informed about the following upcoming HCPC Europe meetings.

May 27th, Brussels

- Board Meeting
- Advisory Board Meeting
- General Assembly Dinner with the Advisory Board, Board and all members.

May 28th, Brussels

- General Assembly

September 23rd, Vienna

- Advisory Board Meeting

September 24th, Vienna

- Board Meeting

Further details will be dispatched in time to all HCPC Europe members.



Rod Mitchell



Anita Hofer-Åsberg