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Tassilo Korab

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### Dear Readers!

Almost to the day six years ago, representatives of eleven companies got together and founded HCPC-Europe.

Since then we have seen many changes in our industries and some companies' names have disappeared from our members' list as they have been acquired or merged with other groups.

Yet, our organisation has more than doubled by the number of members

and is going stronger than ever before. and we are proud that we could make a contribution to it.

Since we started the topic of packaging design in connection with adherence to medicinal therapy is gaining more and more attention.

After the consultation phase in which we got involved as stakeholders, the National Institute for Clinical Excellence NICE adopted a chapter about packaging in their recently published Medicines Adherence Guidelines

There is still a lot of work waiting to be done but with the support of our members and sponsors we will continue to work to promote the value of more thoughtful and intelligent medicines packaging.

Tassilo Korab  
Executive Director

## HCPC-Europe General Assembly 2009

The upcoming General Assembly takes place in Brussels at the Radisson SAS Royal Hotel on May 27<sup>th</sup>/28<sup>th</sup>, 2009.

Starting with a dinner on May 27<sup>th</sup>, at 7:30 pm in the Atrium of the Radisson Hotel, we will

have the General Assembly on May 28<sup>th</sup>, beginning at 09:00 am until early afternoon.

Our main topics will be the patient survey on the impact of packaging on compliance carried out with EPF, and the status

of the preparation of this year's conference and pack award.

We welcome any further registrations. All information is published on our website in the members section.

## HCPC-Europe's Conference 2009

Compliance Drug Packaging—The Prescription for Success

Basel, November 9<sup>th</sup> - 10<sup>th</sup>, 2009

at the Hochschule für Life Sciences

## We will win with the solutions based on renewable materials

By **Ismo Saarinen**

Director Business Development StoraEnso Oyj and  
Member of the Board of HCPC Europe

The title of this article “We will win with the solutions based on renewable materials” is a direct quotation from Stora Enso’s mission, ambition or even the purpose of the company.

Stora Enso has been a leading board supplier to pharmaceutical end use segment for many years. Our customers are pharmaceutical carton printers in Europe but also in over seas markets.

Stora Enso’s entry to the field of advanced pharmaceutical packaging solutions dates back to 2003, when the company established a new concept and facilities for packaging innovations.

The purpose was to bring vehicles for our customers, the printers, and their customers, the brand owners, to develop fibre based packaging solutions to selected end use segments with Stora Enso. Thanks to our high visibility on the pharmaceutical segment and the market expectations

it was a natural fit to include pharmaceutical packaging solutions to the process.

### **Long term commitment**

Since then Stora Enso has continued commitment towards pharmaceutical segment. We have faced hard economical times and witnessed even very tough mill closures and layoffs. We have not done those measures in order to give hard time to our customer but to secure high quality, long term and competitive supply of board grades for packaging of pharmaceutical products.

Simultaneously we have brought award winning pharmaceutical packaging solutions to the use of our customers and the pharma brand owners.

We are delighted to see that the long term work is paying off and more printer and packaging partners are joining us as we speak. One example is Enestia, a United Drug company, who recently signed a li-

cense agreement with Stora Enso and joined HCPC-Europe at the same time.

### **Sustainable packaging is here**

The principles of sustainability are guiding more and more the life of consumers. Also the firms have reacted positively and are working hard in the area of sustainability and renewable resources.

Wood fibre is a great renewable packaging material. We have also proven that the fibre based board and the packaging solutions made of board can compete with and beat the other packaging materials. When that is combined with the implementation of sustainability in all processes, we all indeed will be in winner’s seat.

**Stora Enso** is a global paper, packaging and forest products company producing newsprint and book paper, magazine paper, fine paper, consumer board, industrial packaging and wood products.

Stora Enso’s sales totalled EUR 11 billions in 2008. The Group has some 32.000 employees in more than 35 countries worldwide.

**We asked Stora Enso:** “Why is a worldwide paper corporation so closely involved with compliance packaging?” The answer you will find to the left.

## HCPC-Europe Conference 2009

Compliance Drug Packaging—The Prescription for Success

Hochschule für Life Sciences, Basel, Tuesday, November 9<sup>th</sup> - 10<sup>th</sup>, 2009

This year's HCPC-Europe Conference 2009 will take place at the Hochschule für Life Sciences, in their field station in Basel-City on Tuesday, November 10<sup>th</sup>. Starting with a networking Cocktail and Dinner on November 9<sup>th</sup> at the conference will start on November 10<sup>th</sup> at 9:00am. Following last year's input from our participants we will provide extended time for more discussions and networking. Further information on the conference such as venue and speakers will be distributed at the General Assembly on May 28<sup>th</sup>.

## Drug Packaging Design Award 2009

We would like to invite all companies designing, producing or using pharmaceutical packaging to participate at this year's Drug Packaging Design Award 2009 for Enhanced Patient Compliance.

We seek to acknowledge creative solutions that help patients to adhere to their medicinal therapies. We welcome all pack designs, which promote patient compliance. The design can have been already commercially re-

leased or it can also be a new un-released design.

Applications must be submitted with description, photos and samples no later than September 15<sup>th</sup>, 2009 to the HCPC-Europe Office in Vienna. The official Invitation, application form and all further details can be found on our website in the section Packaging Award 2009.

This years' jury consist of HCPC-Europe Board Members as well as Advisory Board Members.

The Award ceremony will take place at the HCPC-Europe Conference on November 10<sup>th</sup>, 2009 in Basel.

If you would like to read more about last year's Packaging Award you can find the presentations of the nominees as well as information on the winner on our website in the section Packaging Award 2008.

For further information, please feel free to contact us in our Vienna office.

## Board

With regret we have to inform you that Mr. David Spackman resigned from his position as a Board member.

Mr. Spackman: "I have very much enjoyed being a part of the team, in particular as the organisation commences the work around patient groups and the survey regarding compliance.

There has been a significant amount of progress as we have engaged with European initiatives focused on compliance, and looking at how HCPC needs to evolve moving forward.

I am sad to be leaving the board with so much to look forward to, but new and increased work commitments mean that I can-

not devote the time and support that the HCPC merits."

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



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For more information about the Packaging Award:  
[www.hcpc-europe.org](http://www.hcpc-europe.org)

## New Members

We would like to welcome three new HCPC-Europe Members. 7x4 Pharma, Enestia Belgium NV and Protomed Ltd. Please find a short company introduction below.

### 7x4 Pharma

based in Merzig, Germany is an innovative, service-oriented company and member of the Kohl Group.

With its concept of automated individualised blister packing of medicines for patients, 7x4 Pharma offers pharmacists an individually tailored service. Pharmacists receive reliable and cost-effective support in providing individually packed medicines to chronically ill and, in particular, elderly people. In this way, 7x4 Pharma makes a significant contribution to ensuring quality in the provision of medicines in the future.

7x4 Pharma's statement:  
*„For many people requiring medicines over the long term, blister packing is a godsend, allowing them to continue with their own medication for longer within in the privacy of one's home.“*

For more information  
[www.7x4pharma.de](http://www.7x4pharma.de)

**Enestia Belgium NV** based in Hamont-Achel, Belgium, offers contract manufacturing and packaging solutions for pharma and healthcare companies.

As a result of over 45 year's experience, Enestia, member of United Drug, is a contract manufacturer and contract packer. They have a thorough understanding and experience in production related outsourcing.

Enestia take responsibility for companies' non-core manufacturing and packing activities, enabling them to concentrate on their core value-adding competences: R&D, proprietary manufacturing, marketing and sales. They have "re-invested" this experience in dedicated Pharma and Healthcare activities.

The goal is to strengthen the position in this sector by developing dynamic long-term relationships with leading firms. Their core focus is, under GMP conditions, to pack your products in sachets, stick packs and blisters.

For more information  
[www.enestia.be](http://www.enestia.be)

**Protomed Ltd.** based in Manchester, UK. Their Biodose™ is medication compliance, moni-

toring and reporting system that manages tablets, capsules and oral liquid medication. It allows oral liquid medication to be accommodated alongside tablets and capsules so that patients have all their oral medication organized in one place.

The system allows medication administration to be monitored in real time through the use of 2-D bar codes, which when swiped before administration (for example in a care home), can record who administered the medication, date, time and contents. This information can be transmitted as well as being recorded. The Biodose™ system can also incorporate a sensor network and monitoring and reporting facility, records dispensing times and determines an average time interval, which can be reported with other data to a monitoring centre.

The system can thus monitor and report patient compliance with prescription regimens. Additional data can be recorded and displayed for real-time monitoring of physiological status and patient health outcomes.

For more information:  
[www.protomed.co.uk](http://www.protomed.co.uk)  
[www.biodose.co.uk](http://www.biodose.co.uk)

