

# Compliance *NEWS*



Dear Reader,

In this newsletter we give you the latest news about the activities of HCPC Europe. We bring news about the winners and finalists of the Columbus Award 2017. If you missed this year's edition, please get in touch with me about participating in the Columbus Award 2018.

In November we also had our General Assembly, which was combined with the award ceremony for the Columbus Award, and a discussion event about 'Overcoming barriers for the implementation of Patient-Friendly Pack Designs' in Kloster Eberbach.

The discussion event was a big success. With three great guest speakers to fuel the discussions we had passionate discussions about how we can overcome the barriers that keep us from implementing patient-friendly pack designs. There is still a lot of work to do to create better packaging to improve patients' lives.

In this newsletter we also announce a change in our organisation. Phill Marley (AstraZeneca) has stepped down as Chairman of HCPC Europe. In his place we elected Gabriele Iannizzotto of Palladio Group to take on the role of Chairman of the Board.

New events are on the horizon. Next up is Pharmapack Europe, which plays an important role as a platform to meet other pharmaceutical 'packaging people'. I hope to meet you all there in February.

In the mean time, don't forget to get people to fill in one of our surveys.

Happy holidays and all the best for 2017!

Sincerely yours,

**Ger Standhardt**  
Executive Director



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## Winners of the Columbus Award 2017

Each year HCPC Europe organises the Columbus Packaging award for Patient-friendly Packaging Design. Innovative packaging solutions help patients to take their medication as prescribed. Carefully designed packaging can make a significant contribution to patient compliance with respect to: e.g. ease of identification; clarity of instructions; visible evidence of medication taken.

The winners of the Columbus Award 2017 were announced during the award ceremony on 16 November 2017 in Kloster Eberbach (Eltville, Germany). All finalists had the opportunity to present their packs at the award ceremony.

The winner of the Columbus Award 2017 in the category of Commercially Available Products is the Metered Liquid Dosing Solution for Phensedyl BR of Abbott Healthcare® Limited. This revolutionary patented metered dosing device for liquid syrups which involves just 4 simple steps for accurately dosing and dispensing liquids.



Medicodose Systems won the Columbus Award 2017 in the concept category with their Medcompiler®. Medcompiler® is a first in a series of stand-alone smart pharmaceutical packaging that Medicodose Systems is introducing to combat “the other disease”, patient non-adherence. It tracks in real time medication intake with date and

time stamps, pill position, and packaging temperature without the need to be connected to anything.

### Finalists Columbus Award 2017

The other finalists were Merck & Co., Inc. with their Zepatier™ EU pack in the category for Commercially Available Products and in the category for Concepts for new packs: Amcor Flexibles with their SafeMix Blister System and Boehringer Ingelheim Pharma GmbH with their Tamper evident folding box with easy open mechanism.

HCPC Europe applauds the efforts of all these companies to improve patients' lives through better packaging.

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## Summary and presentations of the Annual Discussion Event Overcoming barriers for the implementation of “Patient Friendly Pack Designs”

On the 17<sup>th</sup> of November we discussed the difficulties and successes in the implementation of patient friendly pack designs during our annual discussion event. We had three magnificent speakers to make us think about how we can make packaging better and how packaging can improve patients’ lives.

The first speaker was a patient representative: Claire Kinneavy, a volunteer at Arthritis Ireland. She allowed the audience to gain detailed insights about what it really means to live with a disease that has a significant impact on all aspects of life. Her presentation with the title “Overcoming the Barriers of Packaging – a Patient’s Perspective”, was both shocking and inspiring. During the break-out session that followed her presentation the participants in the event had the assignment to come up with solutions for the main barriers Claire faced when dealing with packaging: safety seals, ring pulls, and child resistant packs.

After the break-out session, the programme continued with Giana Lorenzini. Giana is a PhD Candidate at Lund University who is conducting research about Patient-centric Pharmaceutical Packaging Design. In her presentation she shared her observations and some best practices.



The final presentation of the day was given by Prof.Dr.Felix Ecker of Hochschule Fulda. Professor Ecker specialises in testing how easy it is to open packaging. As well as a brief demonstration showing the difficulties of opening a pack faced by those with limited dexterity, he also explained the test methods he employs. According to him, the main barrier to opening a pack is often cognitive as we often do not fully understand what we need to do. When we do understand how to open the pack, we often also understand what forces are required to carry out this task.

You can [download these presentations](#) from the HCPC Europe website. In 2018 we’ll hold another discussion event. If you would like to be kept up-to-date about this meeting, please send an e-mail to [Ger Standhardt](mailto:Ger.Standhardt).

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## New Chairman: Gabriele Iannizzotto

During our General Assembly on 16 November 2017, we have appointed the new Chairman of the Board, Gabriele Iannizzotto of Palladio Group. Here is a brief thank you note and introduction of our new Chairman:

Honourable Members, Colleagues of the Executive Board, Ladies and gentlemen, Thank you.

I would like firstly to express my appreciation for my newly appointed role. I am deeply honoured by your vote of confidence. This is a moment of not just personal achievement for me, but most importantly, a moment of recognition of the deep responsibility now held. I do not take this lightly.

I have the commitment, passion, and drive to serve HCPC-Europe as Chairman. I will continue the great work completed to date by my predecessor Mr Phill Marley. I will strive to improve the networking within our community and to extend its border wider so that our "voice" and ambition is heard and valued.

I have no doubt that with our combined determination and efforts we will improve Patients lives with concrete solutions through packaging.

Thank you!



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## The HCPC Europe Patient and Brand Manager Surveys

A key part of [HCPC Europe's mission](#) is to gather and share insights on genuine patient's needs as well as on trends in the healthcare sector as it relates to the packaging of medicines. In line with this mission the board decided to launching a new initiative to contacting and gather feedback from representatives of two stakeholder groups of critical importance for achieving [the organisation's goal](#):

1. Users of medicines, mainly people with a chronic indication ("Patients").
2. Representatives of pharmaceutical companies, mainly brand managers and managers involved in the pack design elements of medicines ("Brand Owners")

We are aiming at collecting data from 100+ surveys each before April 2018. We'll share insights with all respondents and HCPC Europe members and will publish a white paper. First results were presented during our General Assembly in November 2017. All surveys are available online. Each survey finishes with an option to leave contact details for people that would like to be interviewed.

Please feel free to reach out to Ger Standhardt ([g.standhardt@nvc.nl](mailto:g.standhardt@nvc.nl) or +31-182512411) if you want to participate in that initiative or if you have personal contacts in both audiences who are interested to make themselves available as respondents.

The patient survey is available in six languages: English, French, German, Italian, Spanish and Dutch. You can find the six language versions of the patient survey here:

<http://www.hcpc-europe.org/hcpc-europe-patient-survey/>

Please use this link for the survey for representatives of pharmaceutical companies: <https://www.surveymonkey.com/r/QCBD3SM>

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## Pharmapack Europe 2018

Pharmapack partners with HCPC Europe to further advance your access to information about the latest trends and innovations in the industry.

# Drug Delivery & Packaging Pharmapack

**INNOVATION • NETWORKING • EDUCATION**

### The future is now – Pharmapack Europe 2018 to showcase evolution and revolution in packaging and drug delivery

Pharmapack Europe 2018 ([#pharmapackeu](https://twitter.com/pharmapackeu)) is Europe's dedicated pharmaceutical packaging and drug delivery conference and exhibition taking place on 7–8 February at Paris Expo Porte de Versailles, Paris. The packed event programme includes key note speeches from leading industry figures, a symposium, educational workshops, and a learning lab that will explore regulatory changes and impacts, challenges in packaging & devices development: biologics, materials, sustainability and quality consistency, and how new patient-centric innovations in drug delivery will revolutionise lives and improve treatment adherence. Furthermore, new for Pharmapack Europe 2018 is the Start-up Pitch, a unique opportunity for companies at an early stage or pre-commercialisation phase to present their idea in front of industry experts.

Pharmapack Europe is an essential event for industry insights and the latest industry innovations that are reimagining the capabilities of pharmaceutical packaging and drug delivery. One area that provides opportunities and challenges is biologics, a growth area for the pharmaceutical industry both now and in the future with biologics representing 70% of drugs currently in development. Pharmapack Europe 2018 will include keynote presentations on the key factors for successful collaboration on pharmaceutical packaging development for biologics, speeches on integrated approaches towards the design of drug delivery platforms for biologics, and case studies assessing delivery options for injectable biologics. In addition, patient-centric considerations provide new avenues of innovation in drug delivery solutions. Sessions will be dedicated to innovations in packaging that improve patients' lives, identifying new areas of opportunity in designing the future of drug delivery packaging, and practical solutions to help stakeholders innovate in this area.

Pharmapack Europe 2018 will take place on **7–8 February** at **Paris Expo Porte de Versailles, Paris**. Register now for free: <http://bit.ly/2BGNiON>

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## Recent HCPC Europe Events

**16 November 2017**

### **General Assembly and Columbus Award 2017**

On 16 November 2017 all the members of HCPC Europe gathered for the General Assembly where we discussed the current state of affairs, the finances and the future plans of the association. On the evening of 16 November we had the presentations of the finalists of the Columbus Award 2017, and we handed out the awards to Abbott and Medicodose.

**17 November 2017**

### **Discussion event on Patient Friendly Pack Designs'**

The day after the General Assembly we discussed the difficulties and successes in the implementation of patient friendly pack designs. The discussions were fuelled by presentations from representatives of Lund University, Hochschule Fulda and Arthritis Ireland. You can download their presentations [here](#).

## Future HCPC Europe Events

**7-8 February 2018**

### **Pharmapack**

In 2018, HCPC Europe will again be part of [Pharmapack Europe](#). As the winner of Winner HCPC Europe Columbus Award 2017, Rajesh Mishra of Abbott India will give a presentation at Pharmapack Europe 2018 in the [Learning Lab](#) on 7 February at 16:30.



HCPC Europe's Executive Director, Ger Standhardt, will give a presentation at Pharmapack Europe 2018 in [Conference Session 3: How will New Drug Delivery Solutions Revolutionize Patient Life and Improve Treatment Adherence?](#) on 8 February. His presentation will be about the ways in which packaging can improve patients' lives.

**13-14 March 2018**

### **Making Pharmaceuticals Europe**

[Making Pharmaceuticals Europe](#) is a FREE TO ATTEND exhibition and conference. An Exhibition featuring companies that are fundamental to every stage of the lifecycle of a pharmaceutical product, a conference that covers the major topics, and issues facing the Pharmaceutical Industry in Europe, and pharmaceutical professional attendees that are key decision makers looking to meet, network and find new business partners.

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