



Columbus Award – Advice for Entrants

HCPC Europe's mission is to increase the awareness of patient friendly pharmaceutical packaging. This means that the packs will have been designed for patients with a view to enhancing their compliance and adherence, as well as fitting in with existing lifestyle, and making aspects of dosing easy and trouble-free.

There are therefore two key areas of interest, and below are listed aspects of design that should be considered when designing a patient friendly pack:

Compliance and adherence aspects

In assisting the patient, does the pack being entered clearly demonstrate features that will help the patient in complying with the required medication regimen? These might include

- A) Clear instructions
- B) Reminder aids
- C) Simple access to the pack contents
- D) Appropriate use of icons and colours

Patient Friendly Features

This type of pack feature should include those that in general will not add burden to the patient's typical lifestyle, e.g. will fit in to the existing way of life.

These might include easy to open features, easy portability, ergonomic handling, etc.

Examples

For examples of packs that have the abovementioned features, please have a look at the previous winners of the Columbus Award at: <http://www.hcpc-europe.org/columbus-award/about-the-columbus-award/>.