Dear Reader,

In this newsletter we give you the latest news about the activities of HCPC Europe. We bring news about the winner and finalist of the Columbus Award 2016. If you missed this year’s edition, please get in touch with me about participating in the Columbus Award 2017.

At the end of October 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 more than 30 participants we had passionate discussions about how we can overcome the barriers that keep us from implementing patient-friendly pack designs. Just like last year, the word ‘regulatory’ was often mentioned in the former hayloft of the ancient monastery. If your business concerns regulatory affairs, you might want to consider joining our event next year. We need your help to overcome these barriers and create packaging that improves patients’ lives.

HCPC Europe is developing and growing. Therefore I am happy to introduce two new members to you in this newsletter: F. Hoffmann – La Roche and Tjoapack Netherlands. Together we stand stronger in our quest for better packaging. In this quest, Pharmapack Europe also plays an important role as a platform to meet other pharmaceutical ‘packaging people’. I hope to meet you all there in February.

Happy holidays and all the best for 2017!

Sincerely yours,

Ger Standhardt
Executive Director
Winners Columbus Award 2016

On 19 October, right after this year’s General Assembly, the Award Ceremony for the Columbus Award 2016 took place in the beautiful venue Kloster Eberbach. All finalists gave one last brief about their packaging innovation. Each one made wonderful efforts that need to be applauded, but in each category only one can win. These are the two winners of the Columbus Award 2016.

In the category Commercially available products: Daiichi-Sankyo with their pack for Olmetec®, Olmetec Plus®, and Sevikar/HCT®

The Olmesartan franchise of products now comes in a new Adherence Package. The 5 new features of the Adherence pack help make a difference in patients’ lives. Features include the top opening design, which provides patients with convenience and easy access to their medication. The intake timer and the weekdays printed on the blister reduce the risk of missing pills and the last blister reminder help prevents patients from running out of medication. The Digital Product Information via the QR-Code helps provide access to product information that patients can refer to for relevant information in an easy to read, legible format.
In the category Concepts:
Palladio Group with their PhutureMed™ Memo Solution

The Phuturemed™ Solution is an advanced packaging system which supports a number of features to monitor the quality of medicines shipped to patients and improve medication adherence to prescribed drug therapies. The E Ink module is composed of a 2” segment e-Paper display, a micro-controller embedded RTC timer and temperature sensor, and a thin battery. The module offers the look and feel as similar as printed packaging, but its contents can be customized as required. For example, it can provide (1) time stamp that record the real time of the last open event, and (2) warning message in case the item has exposed a pre-defined temperature range. With both RTC timer and temperature sensor in one integrated design, not only the solution helps to improve the efficiency for clinical trial, it also helps to reduce waste in the supply chain for identifying the compromised product at any given time.
The other finalists that made great efforts to create packaging that improves patients' lives were:

**In the category Commercially available products:**

**Novartis** - New pack for FARYDAK® (Panobinostat) hard capsules

FARYDAK® (Panobinostat) capsules are prescribed in combination with two additional non-Novartis products; one of them being administered by injection, the second treatment is for oral use as well. The packaging offers some innovative solutions to adhere to this complex regime. The main innovation is the introduction of “scratch cavities”.

The FARYDAK® blister has 3 columns with 7 cells to reflect the weekdays of the 3 week treatment. This allows that all 21 cavities are graphically labelled with the treatment day of a cycle. On scheduled days where FARYDAK® has to be taken, cavities are packed with a capsule, intermitted by so-called “scratch cavities” to allow a patient to mark the lidding foil on days where FARYDAK® is not taken.

**In the category Concepts for new packs**

**August Faller** - Faller Pharma Compliance Pack

With the Faller Pharma Compliance Pack, the advantages of a folding carton are combined with those of an adhesive label in the best possible way: The packaging offers practical product protection for the tablet blisters inside, while its convenient shape makes it ideal for patients to carry with them. With tear-off tabs which can be individually perforated in the desired layout and with the appropriate embossed imprint (e.g. Braille), the individual tablets, via the rectilinear sliding mechanism, can be removed easily and in the predetermined sequence of “doses”.

**Janssen Pharmaceutica** - Care4Today® Connect Smart packaging

Care4Today® Connect Smart packaging is an integrated solution Janssen Pharma developed to improve patient and clinical outcomes through improvement of patient adherence to prescribed therapy regimen.

The smart packaging solution integrates electronics in primary/secondary packaging to capture the exact time and date stamp of pill removal. Using near field Communication (NFC) the data is transferred via a mobile reminder app to central database allowing patients, caregivers and healthcare professionals to manage and support therapy adherence with the objective to improve patient outcomes.

Care4Today® Connect smart packaging is targeted for launch in European markets as of 2017 with Janssen Pharma oncology products (detailed product picture at end of document) driving brand value and building a supply chain platform for future optimization.
HCPC Europe Discussion Event 2016

We already discussed the Columbus Award, but on 19 and 20 October 2016 the members of HCPC Europe gathered in Kloster Eberbach, near Wiesbaden – for two other events as well. Of course we had our General Assembly, which consisted of the official business (current state of affairs, the finances and the future plans of the association) on 19 October. The next day was reserved for the Discussion event ‘Overcoming barriers for the implementation of Patient-Friendly Pack Designs’.

The discussion event started out with presentations by Columbus Award Finalists Daiichi Sankyo, Janssen Pharma, and Novartis. After these three discussion we had a break-out session that once again made clear that regulatory affairs are a major barrier for the implementation of patient friendly pack designs. We recognise that regulations are very important for the safety of the patient, but at the same time can prevent the use of packs that would improve the patient’s life. HCPC Europe wants to provide good examples to help industry and regulators make the right choices.
It would be good to involve regulatory people from the companies (both packaging suppliers and pharmaceutical companies) into this discussion – not just the packaging people. Of course it would be great to have the regulatory agencies across Europe involved as well.

This year we already had a speaker with a regulatory background: Kim Notenboom, Quality Assessor of the Dutch Medicines Evaluation Board (MEB) and researcher at the National Institute of Public Health and the Environment (RIVM), shared her views on patient friendly pack design and some of the research she has done in this field. She did this in her role as researcher at RIVM.

Kim has done some unique research for her PhD thesis, and has already published several articles on how people use medicine, and specifically medicine packaging – at home. The examples she used were striking, maybe even shocking. People often do not use the packaging the way it was intended, or even discard it completely. All of the hard work that was put into the development and production of the pack can be nullified in an instance. Patients need to understand packaging better, but there is much to be improved by understanding the patient better as well.

According to her research, the real world problems include:
- Dealing with the instructions for use
- Handling the outer packaging
- Handling the immediate packaging
- Preparation prior to use
- Taking the medicine

Point two and three are specifically relevant to HCPC Europe and our message, but the instructions for use (Patient Information Leaflet) is also an often discussed subject.

The research and presentation of Kim helps us to understand the needs of the patients better and provides valuable information for creating packaging that improves the lives of patients.
So far, Kim has published five research articles that we are allowed to share:

- Pharmacy Technicians’ Attention to Problems With Opening Medicine Packaging
- Practical Problems with Medication Use that Older People Experience: A Qualitative Study
- Relationship between Age and the Ability to Break Scored Tablets
- Problems experienced by older people when opening medicine packaging
- Learning from patients: Identifying design features of medicines that cause medication use problems

Please use this information to create a better world for patients and their care givers.
New Members

Two companies have recently joined HCPC Europe to strengthen our voice and call for packaging that improves the lives of the patients. These companies are F. Hoffmann - La Roche AG and Tjoapack Netherlands BV.

F. Hoffmann - La Roche AG

As a pioneer in healthcare, F. Hoffmann – La Roche have been committed to improving lives since the company was founded in 1896 in Basel, Switzerland. Today, Roche creates innovative medicines and diagnostic tests that help millions of patients globally. F. Hoffmann – La Roche decided to join HCPC Europe because they want to make a difference in patients’ lives. They have a special focus on sharing their experience in packaging design & technology, and patient insights with the other members of HCPC Europe.

Tjoapack Netherlands BV

Tjoapack is an independent contract packager of medicines, mainly in solid dosage form. “We focus on what we do best: gathering knowledge about the pharmaceutical chain, and the role that packaging plays in that chain. Even more importantly, we use this knowledge to perfect our packaging products and techniques. And not for the sake of perfection itself, but instead to make the use of medicine safer and more practical.”

Tjoapack joined HCPC Europe, because they think it is a great platform for knowledge exchange in the field of pharmaceutical packaging. Their focus in the membership is on driving packaging development to improve the pharmaceutical industry and the lives of patients.

For an overview of all members of HCPC Europe, please visit http://www hcpc-europe.org/members/.
Pharmapack Europe 2017

Pharmapack Europe, the dedicated pharma packaging & drug delivery event, is celebrating its 20th year! Taking place 1 & 2 February 2017 in Paris Expo, Porte de Versailles, attendees benefit from networking with 400+ exhibitors, attending more than 40 presentations and finding out about the latest industry innovations. One of these will be a presentation by the winner of the Columbus Award 2016.

INNOVATION • NETWORKING • EDUCATION

This year, Pharmapack partners with HCPC Europe to further advance your access to information about the latest trends and innovations in the industry. We think you will be particularly interested in the 2-day Conference with sessions focusing on Innovation & Compliance, Patient adherence and the impact of patient centricity and biologics on packaging and device development. Or why not join our full-day Symposium about Serialisation, Track & Trace?

For those of you more interested in innovations, the Innovation Gallery showcases innovations that were launched on the market in 2016, or are still in prototype stages ready for commercialisation. The Innovation Tours are 1-hour guided tours of some of the most innovative exhibitors. Finally, the Pharmapack Awards reward and celebrate the best innovations of the previous year.

Don’t forget to check out the Pharmapack Start-up Hub, where the most promising start-ups in the industry showcase their innovations.

We invite all HCPC members to join us at Pharmapack for 2 intensive days of innovation, networking and education.

Conference programme – Innovations – Start-up Hub – Register to attend
Future HCPC Europe Events

12 October 2017
General Assembly
On 12 October 2017 all the members of HCPC Europe gather for the General Assembly we discuss the current state of affairs, the finances and the future plans of the association.

12 October 2017
Columbus Packaging Award 2017
On the evening of 12 October we have the presentations of the finalists of the Columbus Award 2017, and we award one of them with the trophy.

13 October 2016
Discussion event on Patient Friendly Pack Designs'
The day after the General Assembly we provide the opportunity to discuss the difficulties and successes in the implementation of patient friendly pack designs. Join this event to meet a great mix of industry representatives with an interest in patient friendly packaging.