

Compliance *NEWS*



Dear Reader,

In this newsletter we give you the latest news about the activities of HCPC Europe. The registration for the Columbus Award 2018 is now open, so if you have put packaging on the market that improves patients' lives, please register your pack! Concepts that have not been brought to the market are also welcome.

During the last General Assembly we proposed two new board members. These have now been elected. In this newsletter you'll find a brief introduction to Matt Fisher and Bas de Gooijer.

There is a lot happening in the scientific world. In the past few years we have seen a number of PhD-s that have been defending their theses. The latest being Giana Lorenzini. I attended the defence of her thesis and was very pleased to meet some of the finest and brightest researchers in the field there. You'll find more information about this thesis on page 5.

We are in the process of planning our next General Assembly, including the Columbus Award and our annual Discussion Event to take place in Basel, Switzerland. Please note it in your schedule: 6 and 7 November 2018.

There is still a lot of work to be done to create better packaging that improves patients' lives. Feel free to connect with us and share your thoughts. If your thoughts have already materialised into a concept or an actual pack, please share it by participating in the Columbus Award.

Sincerely yours,

Ger Standhardt
Executive Director



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Participate in the Columbus Award 2018

We would kindly like to invite you to submit an entry to the Columbus Award for Patient Friendly Packaging Design 2018. Join previous winners such as Abbott, Daiichi-Sankyo, UCB, Novartis, Pfizer and AstraZeneca!

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.



Through this award HCPC Europe seek to acknowledge creative solutions that help improve patients' lives, for example by helping them to adhere to their medicinal therapies.

This Award is presented in two categories:

- Commercially available products
- Concepts for new packs

We welcome nominations of commercially available drug products from individuals, organisations and groups. Pack entries and nominations should improve patients' lives by using innovative design or features which help patients to take the right dose of the right drug at the right time for the whole duration of their therapy. Submissions will be judged on the impact of the overall pack design on patients' lives and lifestyle. Of particular importance are pack features that aid patients in adhering to their medication regimen, as well as the longer-term adherence and persistence aspects. In addition, features that help the patient to live within their normal lifestyle are encouraged, e.g. easy access, portability, ergonomic design etc.

The finalists will be notified by the end of October 2018 and will be invited to show their pack at and its story during the Award Dinner in combination with the HCPC Europe General Assembly.

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New board members

During the General Assembly of 2017, two people stepped forward and showed their willingness to join the board: Matt Fisher and Bas de Gooijer. In the past half year we've gone through the process of officially electing them and now we can officially introduce them to you as our new board members.

Matt Fisher

Matt has had a varied career in packaging which started in 2002. He spent 8 years within fast moving consumer goods (FMCG) working at a converter, a UK retailer and an international Brand. He then moved into Pharmaceuticals, joining AstraZeneca in 2010. During his time at AstraZeneca he has held several packaging roles which have involved working with the established commercial brands, global operations sites, supporting packaging development and validation for new sites in Asia and the Middle East and working with medical devices produced in a sterile environment. He is now a Senior Packaging Scientist working within the development function where his main responsibility is to define the primary packaging materials and formats for new products, author documents for regulatory submissions as well as to continue to support the commercialised product portfolio where required.



Packaging is often seen as a means to an end, purely there to protect the product and to support shelf life. Although this is a fundamentally critical role, packaging should also be seen as an end in itself. The benefits of well-designed packaging are significant but there are aspects of this which are generally not understood. Business focus is more often than not put on how to ensure that the product gets to the patient in the most efficient and cost effective way – what is then not taken into account is how the patient will interact with the pack. It is critical to appreciate that not only can good packaging improve patient experience, help with adherence and therefore improve health outcomes but bad packaging (or packaging without patient considerations) can have exactly the opposite effect.

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Bas de Gooijer

Bas is the Business Development Manager at Ecobliss Blisterpackaging/Locked4Kids. Since 1994, he has been involved in pharmaceutical packaging in operational, commercial and innovation & development roles. Over those years, his awareness about the value of packaging for patients increased, and since then he became an advocate for pharmaceutical packaging that supports a better health outcome for patients.



As a board member of HCPC Europe he is focused on increasing the awareness that packaging is a strong supportive medium for increased patient adherence. Through this awareness we can build a better platform for research and development of packaging as part of the therapy, not only the carrier of it. It is necessary to come up with solutions that are scalable in production environments, and fit in the economics of packaging. At the same time, we should consider the added value of improved packaging in economic outcomes, but foremost in health outcomes.

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PhD defence: Giana Lorenzini at Lund University

On 18 May 2018, Giana Lorenzini defended her thesis 'Toward inclusive pharmaceutical packaging'. Professor Laura Bix of Michigan State University was her opponent and was there to ask particularly challenging questions about the research.



The result of the day was that Giana received her Doctor's degree after successfully defending her research. We now have another champion in the field of academic packaging research with a special focus on patient-friendly pharmaceutical packaging. The best news is that she has been granted a post-doc scholarship and she will continue her research in this field for at least another two years. HCPC Europe has been involved in writing the research proposal and will be supporting her continued research at Lund University.

If you are interested in reading her thesis, you can download it [here](#) (6.7 MB).

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HCPC Europe General Assembly and discussion event 2018

Last year we decided it would be good to change venues and have our next General Assembly in Basel, Switzerland. We are now in the process of finalising the details, but would already like to inform you that you can expect the General Assembly to take place in Switzerland.



During the General Assembly we discuss the current state of affairs, the finances and the future plans of the association. In combination with the General Assembly 2018, HCPC Europe will organise two public events: the Columbus Award 2018 event and our annual Discussion Event 'Overcoming barriers for the implementation of Patient-Friendly Pack Designs'. The award ceremony for the Columbus Award takes place on the evening of the General Assembly

Discussion Event

The day after the General Assembly we will provide the opportunity to discuss the difficulties and successes in the implementation of patient friendly pack designs. We are inviting speakers from the academic world and patient organisations to give us more insight in how packaging influences the lives of patients and what we can do to create better packaging that will improve patients' lives.

For more information on any of these events, please contact [Ger Standhardt](mailto:ger.standhardt@hcpc-europe.org).

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Recent HCPC Europe Events

18-20 June 2018

IQPC Pharmaceutical Packaging and Labelling Summit

HCPC Europe's Executive Director, Ger Standhardt, attended the IQPC Pharmaceutical Packaging and Labelling Summit in Zürich, Switzerland. He led the round table discussion about patient centricity and gave a presentation about how packaging can improve patients' lives. The presentation was based on winners and finalists of the Columbus Award.

7-8 February 2018

Pharmapack

In 2018, HCPC Europe was again part of [Pharmapack Europe](#). As the winner of Winner HCPC Europe Columbus Award 2017, Rajesh Mishra of Abbott India provided HCPC Europe with a presentation at Pharmapack Europe 2018 in the Learning Lab.



HCPC Europe's Executive Director, Ger Standhardt, gave 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 was about the ways in which packaging can improve patients' lives.

Future HCPC Europe Events

21 September 2018

ECMA Congress, Riga

HCPC Europe's chairman, Gabriele Iannizzotto will be chairing a seminar at the ECMA Congress dedicated to patient-friendly packaging. The seminar will include a presentation by HCPC's Executive Director and presentations by representatives of patient organisations, government and academia.

6 November 2018

General Assembly and Award Ceremony of the Columbus Award 2018

On the evening of 6 November we have the presentations of the finalists of the Columbus Award 2018, and we award one of them with the trophy.

7 November 2018

Discussion Event about Patient Friendly Packaging

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.

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