

Compliance *NEWS*



Dear Reader,

In this newsletter we give you the latest news about the activities of HCPC Europe. We happily announce that the Research Database that we have been working on for the past couple of months is online and available to the members of HCPC Europe.

We have increased our cooperation with Pharmapack Europe. Of course, you can still meet us at the exhibition on 6 and 7 February, but we have combined the HCPC Europe Award with the Pharmapack Awards to form a special Patient-centric Design Award. Registration for this year's edition is closed but keep it in mind if you put patient-friendly packs on the market in 2019.

The plans for next year's General Assembly are in the making. Please note the dates and location: 9 and 10 October in Freiburg, Germany. You can read more about it in this newsletter.

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.

Happy holidays and all the best for 2019!

Sincerely yours,

Ger Standhardt
Executive Director



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Research Database available online

In the past few months we have been working hard on building a structure that will provide you with an overview of scientific and market research in the field of patient-friendly pharmaceutical packaging. The first 100+ articles have been added to the database, which is now ready for members of HCPC Europe to use. The database can be found in the members-only part of the HCPC Europe website. All employees of member companies can request access to the database by filling in the [online registration form](#).



This Research Database has been developed by HCPC Europe to create an overview of the available research in the field of patient-friendly and adherence packaging. We will continue to add content to the database in close collaboration with renowned researchers like Dr Giana Lorenzini of Lund University in Sweden and Dr Laura Bix of Michigan State University in the United States of America.

In the Research Database you will find:

- Scientific research articles;
- Policy statements (for example from the WHO);
- Systematic reviews;
- Whitepapers;
- PhD dissertations.

Not all sources are fully publicly available, but you will at least get the link to an abstract and where possible to the full text. All entries in the database are categorised according to related diseases and packaging types that are discussed in the text.

We hope you'll enjoy exploring the database. If you have an article, report, or whitepaper that you would like to add, please contact [Ger Standhardt](#).

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HCPC Europe Award part of Pharmapack Awards

For 10 years HCPC Europe has awarded outstanding patient-friendly pack designs with the Columbus Award. In 2018 we decided to combine forces with Pharmapack Europe. The jury of HCPC Europe now works together with the jury of the Pharmapack Awards to select outstanding patient-friendly, or patient-centric, pack designs. This results in a special award that is part of the Health Product Category of the Pharmapack Awards: the Patient-Centric Design Award.



Packaging innovation is important, because innovative packaging solutions help patients to take their medication as prescribed. Carefully designed packaging can make a significant contribution to patient's lives, including assistance with compliance (taking as prescribed), adherence (continuing to comply within your lifestyle) and persistence (taking the entire course of treatment).

Through elements such as printing, colour-coding and the format of the package itself, package designers can incorporate features to assist with ease of identification; clarity of instructions; clear differentiation of medicines and visible evidence of medication taken.

In addition, there are many aspects of pack design that can also serve to make patient's lives easier and reduce the burden of the medication regimen. These include easy access to the contents, ergonomic pack design, simple re-closing, discrete and easily portable pack shapes and sizes.

Visit the Award Ceremony at Pharmapack 2019 to find out who wins the first Patient-centric Design Award:

[Pharmapack Awards Ceremony & Exhibitor Cocktail Party](#)

17:45 - 19:00 Learning Lab area

Pharmapack Awards

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Meet HCPC Europe at Pharmapack 2019

Pharmapack Europe 2019 is Europe's dedicated pharmaceutical packaging and drug delivery conference and exhibition taking place on 6 and 7 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. The winner of the HCPC Europe Award 2019 will be announced at the end of the first day of Pharmapack.

Presentations in the Pharmapack Conference we recommend attending are:

Patient-centric Pharmaceutical Packaging Design – Challenges and Opportunities

6 February 2019
09:00 – 09:30 AM

[Giana Carli Lorenzini](#)
Lund University

- Challenges of aging and the medicalization of society
- What is Inclusive Design and how it relates to pharma packaging
- What previous research says about the use of pharma packaging by patients
- How the pharma industry perceives the challenges to design and innovate in packaging
- Opportunities to address the current challenges in pharma packaging



How Patient-centric Design Packaging can improve patients' lives

7 February 2018
1:30 – 1:45 PM

[Ger Standhardt](#)
Executive Director
HCPC Europe

See you at [Pharmapack 2019!](#)

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HCPC Europe General Assembly 2019

On 9 and 10 October 2019 we will have our next General Assembly and Discussion Event. 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 2019, HCPC Europe will organise two public events: the annual HCPC Europe Dinner and our annual Discussion Event 'Overcoming barriers for the implementation of Patient-Friendly Pack Designs'.

On the evening of the 9th of October, we will have our annual meeting, and before we start our dinner there will be a Keynote presentation by a representative from a pharmaceutical company about how their packaging changed patients' lives.



Discussion Event

On the morning of the 10th of October, we will have our annual Discussion Event about patient friendly packaging, which will provide you with 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.

This year's General Assembly and Discussion Event will take place in Freiburg with the support of Bilcare.

For more information on any of these events, please contact [Ger Standhardt](#).

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Recent 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 2018

During the General Assembly we discuss the current state of affairs, the finances and the future plans of the association.

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.

Future HCPC Europe Events

6-7 February 2019

Pharmapack

In 2019, HCPC Europe again partners with [Pharmapack Europe](#). Next to the Award Ceremony to announce the winner of the Patient-centric Design Award, part of the Pharmapack Awards, there are two presentations that are supported by HCPC Europe. Dr Giana Lorenzini will give the opening presentation of the Pharmapack Conference: **Patient-centric Pharmaceutical Packaging Design – Challenges and Opportunities**.

Our Executive Director will also give a presentation about **How Patient-centric Design Packaging can improve patients' lives**. You can [find the full conference programme here](#).

9-10 October 2019

General Assembly and Discussion Event

The coming General Assembly and Discussion Event will take place in Freiburg, Germany

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