



An international collaborative platform focussed on improving therapy adherence

On January 16th 2019 an article entitled “The Impact of Patients as Consumers: New Fill/Finish and Packaging Solutions” was published on LinkedIn by Nigel Walker (<https://www.linkedin.com/feed/update/urn:li:activity:649178647472660224>).

The article took an interesting look at the role of patients as influencers within the Pharmaceutical Industry. It was originally published by [Pharma's Almanac Online](#) (Authors: [David Alvaro, Ph.D.](#), Scientific Editorial Director, Nice Insight [Cynthia A. Challener, Ph.D.](#), Scientific Content Director, Nice Insight [Emilie Branch](#), Strategic Content Manager, Nice Insight)

Within the article states that “...the solution is to design packaging that takes the patient perspective into account in order to produce products that increase patient confidence and compliance. The development of effective, patient-centric packaging solutions intended to improve medication adherence will require collaboration between pharmaceutical companies and packaging material/component suppliers, machinery suppliers and regulators and groups developing industry standards.”

HCPC Europe

What isn't mentioned, is that an organization already exists to facilitate this collaboration. “Hhealthcare Compliance Packaging Council of Europe” (HCPC Europe) is a not for profit organization striving for improved adherence through better packaging (‘compliance’ is a less preferred term by patients).

HCPC has been in existence for many years and since the appointment of new board members in 2018, it has a renewed focus, is starting to grow and is becoming more active at conferences, fairs and linking with fellow not-for-profit organizations. The driver behind this activity is:

- 1) To raise awareness of the necessity of improved adherence,
- 2) To raise awareness about the role of packaging in relation to therapy adherence.
- 3) To provide a platform that gives members the opportunity to share experiences, gain knowledge and find the right partners for patient-centric packaging solutions.

HCPC membership consists of packaging material suppliers, contract packaging companies and pharmaceutical companies who all strive for better health outcomes for patients - at the end of the day, that is why we all work in the pharmaceutical industry.

When it comes to improving therapy adherence we should not compete but work together, we should share information and ideas and strive to collaboratively create solutions that benefit patients.

Join the action

Are you getting fired up to contribute to better healthcare? Contact HCPC Europe by clicking on this link: <https://www.hcpc-europe.org/membership/>, become a member and start the collaboration!

Do you need more information?

- HCPC will be represented at Pharmapack 2019 in Paris.
- You can contact us via the website: <https://www.hcpc-europe.org/contact/>
- Or you can contact our Executive Director, Ger Standhardt:
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