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**HCPC Welcomes *Healthcare Packaging and Packaging World***

**As Media Partners of RxAdherence2015**

**Richmond, VA** – The Healthcare Compliance Packaging Council (HCPC), the U.S. based not-for-profit trade association whose mission is to promote the greater use of compliance-prompting packaging to improve patient adherence, announced today that [\*Healthcare Packaging and Packaging World\*](#) will be media partners of RxAdherence2015. RxAdherence, Strategies to Improve Outcomes is the only annual broad-based adherence conference with a special focus on compliance-prompting packaging. The conference, now in its 23<sup>rd</sup> year, will take place on Tuesday, March 31 at the Wyndham Hamilton Hotel & Conference Center in Florham Park, NJ.

*Healthcare Packaging and Packaging World*, are leading media brands in their fields. *Healthcare Packaging* covers developments in life science packaging and logistics and *Packaging World* reports on packaging applications, equipment and materials for all industries. Both publications will be exhibiting at the upcoming Pharma EXPO and PACK EXPO International trade events at Chicago's McCormick Place, November 2 – 5, 2014.

Walt Berghahn, HCPC Executive Director, stated, “the HCPC is excited to partner with *Healthcare Packaging and Packaging World*. Compliance-prompting prescription packaging is a simple tool that can help reduce healthcare costs and is the only communication tool guaranteed to reach the patient when he/she takes a medication. Multiple studies over the past twenty years support the use of modernized patient-prompting packaging to improve patient adherence. We believe that our media partners can help us spread the message that compliance-prompting reminder packaging significantly improves patient adherence, aids in supply chain security and provides product protection not offered by traditional pharmacy packaging. We look forward to working with *Healthcare Packaging and Packaging World* to



support an educational conference where pharmaceutical manufacturers, pharmacists, medical providers, caretakers, and healthcare insurers will gain valuable knowledge and appreciation for compliance-prompting packaging as an important tool in the fight to improve healthcare and reduce costs.

Jim Chrzan, VP Publisher of *Healthcare Packaging* shares his enthusiasm. “We’ve worked with the HCPC on numerous occasions, including its Compliance Package of the Year competition, and look forward to helping to make RxAdherence2015 a huge success. We’re pleased to support the HCPC and its member companies in their efforts to increase the utilization of compliance-prompting packaging.”

### **About the HCPC**

Since 1990, the [Healthcare Compliance Packaging Council](#) offers its members a “voice” in pharmaceutical packaging issues and the opportunity to help promote the many benefits of patient compliance packaging. From suppliers of pharmaceutical packaging components, to machinery manufacturers, to contract packagers, to industry consultants and experts, our members share the mission of promoting broader adoption of compliance-prompting packaging to improve patient outcomes. HCPC has hosted an annual conference on improving patient adherence for over 20 years, RxAdherence, and also sponsors the HCPC Compliance Package of the Year competition that recognizes innovative patient adherence packaging designs.

### **About Healthcare Packaging and Packaging World**

Healthcare Packaging *is industry’s leading source for information about packaging and logistics for pharmaceuticals, medical devices, biologics and nutraceuticals. With the largest print circulation in the field, more than 20,000 qualified professionals receive HCP magazine; HealthcarePackaging.com, digital newsletters and e-books reach an even larger global audience.*

Packaging World *is the leading media brand for connecting with professionals who use packaging equipment, materials, technology and services. Reaching 65,000+ qualified subscribers each month and over 1,000,000 visits each year on Packworld.com, PW offers information for packaging decision-makers across all markets.*

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