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### **Healthcare Compliance Packaging Council (HCPC) Announces the 2010 Compliance Packages of the Year at RxAdherence 2011**

Richmond, Virginia - The Healthcare Compliance Packaging Council (HCPC) awarded the winners of its annual *Compliance Package of the Year* competition at RxAdherence 2011, the organization's annual conference on patient adherence and compliance prompting packaging issues. HCPC's Compliance Package of the Year competition has been an annual event since 1995 and consists of two categories: one for trade packages released in the past year and the other for innovative designs not yet used commercially. The results for 2010 are:

- 2010 Compliance Package of the Year: Novartis Pharmaceuticals Corporation's Diovan HCT® Shellpak®
- Innovative Design: DelPouch® Starter Kit by Catalent Pharma Solutions
- CPY First Runner Up: Somaxon® Pharmaceuticals' Silenor® Patient Starter Kit
- CPY Second Runner Up: Three Rivers Pharmaceutical's Ribasphere® Ribapak for Ribavirin Tablets

[2010 Compliance Package of the Year: Novartis Pharmaceuticals Corporation's Diovan HCT® Shellpak®](#)





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Submitted by Anderson Packaging, Inc. on behalf of Novartis Pharmaceuticals, the Diovan HCT® Shellpak™ features 30 days of treatment in a calendarized unit dose blister format. To facilitate compliance with the medication regimen, tablets are laid out with color coded days and weeks, including reminders for refilling the prescription. The 30 day blister is contained in the 170mm Shellpak™ outer, a patented child resistant package design from MeadWestvaco. The rigid plastic design features a front and back label. The back label provides the designated area for the patient's prescription label as well as an adhered prescription insert. The front of the pack features an extended content booklet label, including a photograph of the pill. Multiple pages within the front label provide patients assistance with dosing instructions, guides to joining the BP Success Zone Program including both the website and toll-free number, and additional regulatory information.

The Diovan HCT® Shellpak™ is offered in four strength combinations. Each strength combination features a distinctive color (Brown, Blue, Purple, Red) and photograph of the unique tablet design for each strength to ensure correct dosing for the patient.



#### Innovative Design: Catalent DelPouch® Starter Kit

The DelPouch® Starter Kit from Catalent is a unique packaging solution that drives patient adherence. Designed to enhance the patient's engagement and experience, the package provides a convenient, simplified dosing solution for topical products. This innovative solution incorporates multiple adherence drivers, such as the DelPouch® unit dose delivery system, dynamic connectivity of Catalent's Media Enhanced Packaging™ technology, and reminder prompting configurations. The DelPouch® Starter Kit is a tailored solution for improving the adherence of topical treatments.



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### First Runner Up: Somaxon Pharmaceuticals, the Silenor® Patient Starter Kit

Also submitted by Anderson Packaging, but on behalf of Somaxon Pharmaceuticals, Inc., the Silenor® Patient Starter Kit features a novel carton design that when opened resembles a bedroom complete with bed and nightstand. Contained within the design is a seven count unit dose carded blister, removable from the design to enable portability and convenience. To support patient compliance and adherence, the bed carton design contains a literature pocket, housing the medication guide, the Sleep-Saver™ Program prescription discount card, and a multi-panel color leaflet complete with instructions on taking Silenor®, description of side effects, guides to enrolling in the Sleep-Saver™ program including website and toll free number, as well as additional information on insomnia treatment.



### Second Runner Up: Three Rivers Pharmaceutical Ribasphere® Ribapak for Ribavirin Tablets

The 2010 Compliance Package of the Year Second Runner Up package is Three Rivers Pharmaceutical's Ribasphere® Ribapak for Ribavirin Tablets.

Medical literature indicates that adherence to ribavirin therapy is correlated with improved sustained viral response and reduced risk of relapse in the treatment of adults with chronic Hepatitis C. Ribasphere® (ribavirin, USP) RibaPak® is the only form of ribavirin available in a daily, two-pill compliance package designed to enhance therapy adherence (see package insert for full prescribing information, including WARNINGS, ADVERSE REACTIONS, and DOSAGE AND ADMINISTRATION information). With Ribasphere® RibaPak®, you take only two ribavirin pills each day—one in the



morning and one at night— instead of up to six, greatly reducing the number of ribavirin pills taken over 24 or 48 weeks of treatment. RibaPak® packaging is clearly marked for seven days of AM and PM dosing, and the completion of a compliance pack reminds the patient to administer their accompanying weekly interferon therapy. Through clearly marked packaging and a reduced pill burden, Ribasphere® RibaPak® is the only ribavirin pack designed and formulated to help the patient adhere to his or her treatment. The product was packaged in Three Rivers' Ribapak by Sharp Corporation.

The Compliance Package of the Year winner, the First Runner-up and the Innovative Design winner will be asked to designate scholarship funds to a university-level packaging school focused on the pharmaceutical industry. Each winning entry will also will receive publicity within HCPC's enewsletter, *RxAdherence News*, and potential coverage by the trade press. All qualifying entries will be displayed by the HCPC during trade events in which it participates over the next twelve months. Complete competition guidelines are available on the Internet by visiting [www.hcpconline.org](http://www.hcpconline.org) or by contacting the HCPC offices at 804-338-5778.

The Healthcare Compliance Packaging Council is a not-for-profit trade association whose mission is to promote the greater use of compliance prompting packaging to improve patient adherence and patient outcomes. For more information on HCPC, please visit our website, [www.hcpconline.org](http://www.hcpconline.org).

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