



FOR IMMEDIATE RELEASE
January 5, 2010
Richmond, Virginia 23235

Contact: Vicki Welch
TEL: 804-338-5778
E-MAIL: vickiwelch@hcpconline.com

2010 HCPC Compliance Package of the Year Competition Now Open

Richmond, VA -- The Healthcare Compliance Packaging Council is accepting entries for its 2010 HCPC Compliance Package of the Year Awards Competition. Entries will be accepted through March 15, 2011.

Each year the HCPC solicits entries from the pharmaceutical industry for consideration in its *Compliance Package of the Year* competition to determine pharmaceutical packages that are best designed to optimize patient adherence. While there is no fee or other monetary requirements to participate, qualifying packages for the Compliance Package of the Year category must: 1) be in a compliance-prompting format with at least one patient adherence assistance feature; 2) have been commercially available – anywhere in the world – during 2010; and 3) not require drug products to be repackaged by patients.

The 2010 Awards will also include an Innovative Design category for non-commercially available compliance-prompting packaging formats. Qualifying entries for the Innovative Design category must still have at least one feature for assisting patient adherence and also not require repackaging by consumers.

A panel of judges will review each qualifying package and – based on numerical scores awarded by the judges – one package will be named HCPC's 2010 *Compliance Package of the Year* and three



other packages will be declared First runner-up, Second runner-up and Most Innovative Design, based on the judges' scores. Designers of all four packages will be asked to designate scholarship funding provided by the HCPC. Entries will be on display at Interphex 2011 at the Jacob K. Javits Convention Center, New York, New York, March 29 – 31, 2011. Judging of the entries will take place on the exhibition's opening day, March 29.

Each winning entry will be honored at *RxAdherence 2011, Strategies to Improve Patient Outcomes*, May 3rd, 2011 at the Hyatt Regency New Brunswick, New Brunswick, New Jersey. This annual industry leading conference, formerly known as the HCPC National Symposium on Patient Compliance, is now in its 19th year and is being co-sponsored by *Med Ad News*, *PharmaLive*, *Pharmalot*, and *Pharmaceutical & Medical Packaging News*.

Winning entries will receive additional publicity within the Council's enewsletter, on the HCPC website, www.hcpconline.org, and through anticipated coverage by the trade press. All qualifying entries will be displayed at the HCPC booth during trade events over the next twelve months. Complete competition guidelines and an official entry form are available by visiting www.hcpconline.org or by contacting the HCPC office at 804/338-5778.

HCPC's Compliance Package of the Year competition has recognized leading pharmaceutical compliance-prompting packaging since 1995.

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.

#