



# Rx ADHERENCE NEWS

HCPC'S ELECTRONIC NEWSLETTER  
REPORTING ON ADHERENCE PROMPTING PACKAGING

February 2012

HCPC would like to thank our member sponsors for this edition of RxAdherence News: Winpak, Uhlmann Packaging Systems and Reed-Lane



**Deadline for Compliance Package of the Year Competition Extended until Feb. 20th. [Enter Your Compliance Prompting Package into HCPC's Compliance Package of the Year Competition](#)** HCPC's

Compliance Package of the Year competition honors packages best designed to optimize patient adherence. Entries will be received through February 20, 2012, as we have had some requests for a slight extension. The awards presentation will take place at RxAdherence 2012, March 27, 2012. There is no fee to participate. For more information on how your compliance package can be recognized in this annual competition, see [Official Rules](#).

**[Register now for RxAdherence2012. Network with your colleagues and get the latest industry knowledge on improving patient adherence.](#)**

HCPC has again partnered with co-sponsors Med Ad News, PharmaLive, Pharnalot, and Pharmaceutical & Medical Packaging News to bring you RxAdherence2012, Strategies to Improve Patient Outcomes. Now in its 20th year, RxAdherence2012 is a must-attend event. Be there on March 26-27, 2012, at the Hamilton Hotel & Conference Center, Florham Park, NJ. Hear feature presentations from Veterans Affairs Medical Center, Centers for Medicare & Medicaid Services, National Consumers League and Pharmacy Quality Alliance, Inc. Use the coupon code HCPC5 before February 15 and

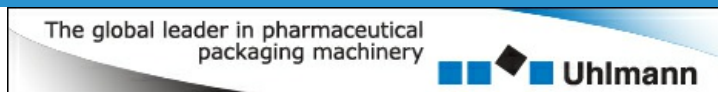
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Industry News

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### Letter from the Board

It's been a busy few months for the HCPC board as we prepare for RxAdherence2012! We have lined up a variety of patient adherence industry speakers that will make this event even more compelling than last year, many of whom feel the time is right, as we do, that compliance packaging can become a major player in improving patient adherence, particularly in the payor space.

We'll be receiving two presentations that will focus on the recent change in the Center for Medicare & Medicaid Services 5 Star Rating program that now ties Quality Bonus Payments for health plans to the ratings received. While ratings were provided in the past, this is the first time that incentive payments are determined by the ratings. What have we heard in presentations from our Executive Director? "Follow the money . . ." Due to this change, health plans will be looking for proven methods to increase patient adherence for their overall patient population, as well as seeking to increase their pharmacies' participation in the adherence struggle. [Read More](#)

### Letter from the HCPC Executive Director

In the past several months I've spent a good deal of time exploring the idea of an End-to-End secure supply chain - one that ends with the consumer, not at the back door of the pharmacy. When the pharmaceutical supply chain is in the news and security is being discussed the focus is on transport, distribution and, to a degree, pharmacy. No one considers the patient. How can we be so poorly focused?

For more than 10 years the industry has been fighting about how to secure the channel and prevent the entry of counterfeit drugs as if that were the only threat to security. And when a state like California dares to jump ahead of stagnated federal legislation the industry rises up to confront the suggested solutions as too costly, too time consuming and too cumbersome. [Read More](#)

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### Technology Corner

HCPC is proud to provide access to an informational document from our member, Bilcare Research. "**Assessment and Selection of Packaging Material for Pharmaceutical Blister Packaging With the help of Finite Element Simulation of Blister Thermoforming.**" The paper details the benefits of virtual thermoforming with advanced computer simulation in eliminating the need to manufacture actual (physical) prototypes of mold and dies. **Essentially, this makes it possible to design ideal packaging solutions in foresight rather than hindsight.** [Read More](#)

### National Consumer League Continues to Urge Consumers to Take Their Meds in Script Your Future National Medication Adherence Campaign

In the June issue of RxAdherence News, we provided our readers with an update on the public awareness campaign that was being rolled out to select cities to promote medication adherence by the National Consumers League (NCL) and other committed partners. The goal of the campaign is to raise awareness among consumers and their family caregivers about the importance of taking medication as prescribed as a vital first step toward a longer, healthier life. Patient Adherence is at

the core of the HCPC's mission, so we are proud to continue our efforts to promote this worthy campaign and bring you news on its success. At RxAdherence2012, Larry Bostian, Vice President, Development, National Consumers League, will be joining us at [RxAdherence2012, March 27, 2012](#), to give us an overview of the campaign which encourages patients and health care professionals to better communicate about medication, and offers tools and resources to help improve adherence. In the meantime, we would like to report on the current reach of the program. [Read More](#)

## Member News

### Klöckner Pentaplast Breaks Ground For New Chinese Production Facility

The Klöckner Pentaplast Group announced today that it broke ground on January 18, 2012, for construction of its first manufacturing facility in China. Located 80 km west of Shanghai in the Suzhou Industrial Park in Suzhou, China, the new site will produce packaging films for the growing domestic Chinese market. [Read More](#)

### CSI Testing Certifies Perfecseal Medical Pouch Converting to Class 7 Cleanroom Standards

Perfecseal has certified its Oshkosh, WI sterile medical pouch and bag manufacturing facility to ISO 14644-1 (1999) Class 7 cleanroom standards. Though already operating the facility at a Class 7 cleanroom standard since 1997, it did not seek certification until 2011. [Read More](#)

### ANDERSON PACKAGING RECEIVES 2011 ILLINOIS PERFORMANCE EXCELLENCE (IPLEX) SILVER AWARD FOR PROGRESS TOWARD EXCELLENCE

Anderson Packaging, a business unit of AmerisourceBergen Consulting Group, today announced it has received the Illinois Performance Excellence (IPLEX) Silver Award for "Progress Toward Excellence" for demonstrating sound and notable continuous improvement processes. [Read More](#)



### Tekni-Plex to Open New Global Technology Center

Tekni-Plex, Inc., a globally-integrated company that develops and manufactures innovative packaging materials and precision-crafted tubing solutions, has announced the opening of its new Global Technology Center. Located in Holland, Ohio, the facility will help maximize and expedite the company's product development on behalf of its healthcare, food and beverage, consumer and specialty products markets around the world. [Read More](#)

### Tekni-Plex / PurePlast Announces Commercial Availability of ALU-LOOK™ Blister Films Low-Cost, High-Speed Packaging Option Enters Market

Tekni-Plex, a globally-integrated company that develops and manufactures innovative packaging materials and precision-crafted tubing solutions, has announced the full commercial availability of ALU-LOOK™ blister films for pharmaceutical and nutraceutical applications. A product fully developed by Tekni-Plex, ALU-LOOK™ (Aluminum Look) blister films represent a versatile, high-speed packaging option for healthcare industry customers when compared to other options such as cold-form foil and aluminum strip packaging. [Read More](#)

### Reed-Lane introduces new Wrapade V-618 vertical pouch machine.

Reed-Lane is introducing the new Wrapade V-618 vertical pouch machine. The machine is designed to meet the needs of the pharmaceutical and nutraceutical markets with high performance and flexibility for four-sided seal pouches. Reed-Lane's Wrapade pouching machine provides cost-effective pouching for large runs of solid dose products, including tablets, capsules and liquid gels. It will handle a variety of pouch materials and will produce a CR notch, laser print lot, and expiry information. [Read More](#)

### Uhlmann's New Bottle Packaging Center Model IBC-120

Uhlmann, the worldwide leader in pharmaceutical packaging, offers the modular Integrated Bottle Packaging Center (IBC) 120 for all solid dose products. With no micro-stops, no ramp-up time and the ability to quickly complete changeovers, the IBC-120 reliably packages diverse small- to medium-sized batches at a rate of up to 150 bottles, or 24,000 tablets or capsules, per minute. [Read More](#)

### Uhlmann Packaging Systems Appoints Robert Pollick as Product Manager for Bottle Packaging Systems

Uhlmann, the worldwide leader in pharmaceutical packaging, has hired industry veteran Robert Pollick as Product Manager, Bottle Packaging Systems. In this role, Pollick is responsible for creating and growing awareness and demand for Uhlmann's acclaimed lines of bottle packaging machinery. [Read More](#)

save \$100 on your registration! Register today or reserve your exhibition table by visiting [rxadherence.conference.com](#)

### HCPC endorses Pharmapak NA

HCPC is proud to endorse the Pharmapak NA conference and exhibition, May 22 – 23, 2012, Pennsylvania Convention Center, Philadelphia, PA.

Register to attend the conference and hear a presentation by HCPC's Executive Director, Walt Berghahn, and sit in on a panel discussion to be led by HCPC board representative, Mark Haid of Uhlmann Packaging Systems. and attend the many exhibits including the following HCPC members:

Bilcare Research, Booth 720 • Constancia Hueck Foils LLC, Booth 911 • Honeywell Specialty Materials, Booth 615 • HCPC, Booth 620 • Körber Medipak NA Inc., Booth 621 • MWV Healthcare, Booth 627 • Perfecseal, A Bemis Company, Booth 920 • Rexam Healthcare, Booth 721 • Tekni-Plex, Booth 808 • TOPAS Advanced Polymers, Inc, Booth 826 • Winpak Heat Seal, Booth 727 [Learn more.](#)

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