



February 2013

HCPC would like to thank our member sponsors for this edition of RxAdherence News:

Klöckner Pentaplast of America, Amcor, Aphenia and IMA

[Register for RxAdherence2013 by Feb. 15 and save \\$100!](#)



RxAdherence is the only broad-based adherence conference with a special focus on compliance-prompting packaging. Tuesday, March 12 The Hamilton Park Hotel & Conference Center 175 Park Avenue Florham Park, NJ Hear from Adherence experts from The Council for Affordable Healthcare, NEHI, HealthPrize Technologies, CapGemini, Xcenda plus more. Use coupon code HCPC1 to receive your \$100 discount.

Join us at:
RxADHERENCE
STRATEGIES TO IMPROVE PATIENT OUTCOMES **2013**
March 12, 2013
Hamilton Park Hotel & Conference Center
Florham Park, NJ
Early-Bird Special ends 2/15
SAVE \$100

Industry News

- > [Letter from the Board](#)
- > [Letter from the Executive Director](#)
- > [Estimated Annual Pharmaceutical Revenue Loss Due to NonAdherence to be presented at RxAdherence2013, March 12, 2013.](#)
- > [Enter your compliance-prompting packaging by Feb. 15th!](#)
- > [HCPC joins the National Council on Patient Information and Education \(NCPIE\)](#)
- > [Platinum Press Inc. joins the HCPC](#)

HCPC Sponsor



Letter from the HCPC Board

Happy New Year, RxAdherence News readers! I have been working with the HCPC for a number of years and I am thrilled to be its Chairman of the Board for the 2013-2014 term, particularly as the industry becomes more focused on nonadherence solutions.

As the incoming Chairman of HCPC, I would like to extend an invitation to all of you and your fellow colleagues to register for our upcoming annual conference, RxAdherence 2013, Strategies to Improve Patient Outcomes. Always an outstanding event with very informative and relevant speakers, RxAdherence 2013 is conveniently located within one of the major pharmaceutical

Membership Information

The HCPC 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

manufacturing corridors, a short hop for many pharmaceutical and healthcare industry representatives operating in the Northeast.

Visit with us for just the day and learn about current trending topics from the newly formed Council for Affordable Healthcare and what they will be sharing with Congress as government sets its sights on cost reductions in the healthcare system. Learn what the impact will mean for your business and what opportunities this strong focus on cost reduction will provide. In addition to findings from organizations such as CAHC, NEHI and the National Council for Patient Information and Education (NCIPE), we'll be learning about the issues of nonadherence in clinical trials and what this may mean for manufacturers before their product even makes it to the formal supply chain. Please register and extend this invitation to your colleagues, suppliers and customers to attend this industry-leading conference by visiting www.rxadherenceconference.com. Register prior to Feb. 15th and save \$100 of the registration fee.

adoption of compliance-prompting packaging to improve patient outcomes. Become a member of this dynamic organization today!

I also invite our HCPC members and non-members to enter their compliance-prompting packaging into our annual HCPC Compliance Package of the Year competition. This competition has recognized the best of the best in patient adherence prompting packaging for over 2 decades. Ensure that your well developed products and your product development teams receive the industry acknowledgement they deserve. Entries will be received through Friday, Feb. 15th, and will be judged by experts in pharmaceutical packaging and patient adherence.

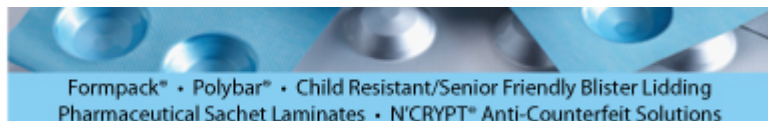
Those of you who came to our fall annual members meeting know the many activities we have planned throughout the year to promote compliance prompting packaging as an effective method of improving patient adherence. As more organizations within government, healthcare, insurance and consumer advocacy groups focus on improving patient adherence to improve outcomes and rein in costs, the HCPC will continue to spread the word that compliance-prompting packaging *does* work and should be considered a valuable tool in any healthcare provider's patient adherence program.

As the incoming HCPC Chairman, I am excited by the increased industry focus on patient adherence and hope you, our RxAdherence News reader, will join us in the effort to improve adherence for the benefit of our healthcare system, yet, more importantly, for individual patients.

I look forward to working with you over the next two years.

Best Personal Regards,
Ralph Mendoza, HCPC Board Chairman 2013-2014

HCPC Sponsor



Letter from the Executive Director

Happy 2013! Let's see, we survived the Mayan calendar expiration, we survived the fiscal cliff and we survived another presidential election (so far). The economy is showing signs of life, earnings are improving. Hopefully 2013's early momentum will continue.

For our part, the HCPC hopes to add to the positive momentum with another upbeat spring

conference. We've finalized the agenda for RxAdherence 2013 and once again we have an interesting and diverse collection of speakers representing equally diverse market segments.

An interesting thing happens each year as we build up the agenda and seek out new speakers. First, we meet new groups, make new friends and find other likeminded groups who see medication adherence as a critical problem. Second, we find new audiences for our message. Third we learn about other methods and paths to adherence. It is a great process that we go through each spring and the increasing number of groups we encounter, the unique solutions we see being developed, the growing interest from many market segments all lead me to believe that improved medication adherence is no longer a dream, it is a developing reality. We are quite pleased to present RxAdherence 2013 in this environment.

This year one of the new groups we've met is the Council for Affordable Healthcare. Not only does this group have an active program looking to address poor medication adherence but they have plans to take the discussion to Congress. For our part, we hope to demonstrate to the CAHC that smarter packaging needs to be part of their agenda. Like the HCPC, the CAHC sees opportunity to advance medication adherence by educating the payer community on the benefits of improved adherence and they recognize as we do that CMS, Medicare/Medicaid represents the largest payer in the US.

We have another visit from NEHI who hasn't presented at our conference in a few years. It will be great to hear about their efforts in the adherence space. You may recall seeing their paper: Thinking Outside the Pillbox: A System-wide Approach to Improving Patient Medication Adherence for Chronic Disease released between 2009 and 2010. NEHI released a new brief in 2012, Thinking Outside the Pillbox: Improving Medication Adherence and Reducing Readmissions. NEHI's papers followed the Institute of Medicine report: Preventing Medication Errors: Quality Chasm Series from 2006. While the IoM report looked at errors from a high level and addressed both institutional and well as home based errors it was the NEHI report that connected the dots to increased hospitalization and readmissions. In my opinion, this is what will get payer attention. Follow the money, hospitalization and readmission costs dwarf medication costs and have a direct impact on health insurer profitability. In the NEHI presentation, we will learn about their activities and progress.

We've reconnected with NCPPIE (the National Council on Patient Information and Education). This is a group we communicated with over time and now it seems our paths are converging within the patient adherence space. NCPPIE is engaged in what they call the "A3 project" (Adherence Action Agenda). This program is focused on four areas with direct impact on adherence: Chronic conditions, Patient related factors, Healthcare professional influence and a broad look at critical macro factors. They are in the initial phases of the project and HCPC is looking forward to contributing in whatever fashion is appropriate. We look forward to learning more during the conference.

So you can see from just these three topics that this year's event promises to deliver. In addition to the above, we will hear about a direct application of technology that centered on Novartis Diovan HCT therapy, medication adherence as it relates to clinical trials, and even a medical device innovation that will lead to better outcomes.

We hope you will be able to join us. The event is one of the highlights of HCPC's year, one that continues to improve and provide value to the industry. See you in a few weeks.

HCPC Sponsor



Estimated Annual Pharmaceutical Revenue Loss Due to NonAdherence to be presented at

RxAdherence2013, March 12, 2013.

Medication nonadherence is one of the most serious problems in healthcare, posing a heavy financial impact on all constituencies. On the cost side, the New England Healthcare Institute estimated that medication non-adherence is responsible for \$290 billion in “otherwise avoidable medical spending” in the US alone each year. On the pharmaceutical revenue side, however, the impact of medication nonadherence had yet to be accurately quantified. The market assumption relied upon to date has been \$30 billion globally, which the presenters from CapGemini and Healthprize felt was a gross underestimate. Register for RxAdherence2013 by visiting

www.rxadherenceconference.com

[Read More](#)

HCPC Sponsor



Visit our website
www.ima-pharma.com

Enter your compliance-prompting packaging by Feb. 15th!

The HCPC is currently accepting entries for its annual Compliance Package of the Year Awards Competition. Entries will be accepted through February 15, 2013. There is no fee or other monetary requirements to participate. Qualifying packages 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 2012; and 3) not require drug products to be repackaged by patients.

The competition will also include an Innovative Design category for non-commercially available compliance-prompting packaging formats. The HCPC will recognize the Compliance Package of the Year Winners at its annual conference on adherence packaging, RxAdherence 2013, March 12th, 2013 at the Hamilton Park Hotel & Conference Center, Florham Park, New Jersey. For more information, visit <http://www.hcpconline.org/compliance-package.html>.

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

HCPC joins the National Council on Patient Information and Education (NCPIE) and its efforts to improve patient adherence

The HCPC recently rejoined NCPIE and its latest multi-stakeholder efforts to tackle medication nonadherence. Since 1982, NCPIE has focused on raising awareness about the role of high quality communication in promoting safe, appropriate use of medicines and has sponsored many public awareness campaigns and special initiatives promoting the safe use of medicines. NCPIE sponsors the national “Talk About Prescriptions” observance each October. In 2007 NCPIE published: Enhancing Prescription Medicine Adherence; A National Action Plan. It was one of the most notable papers of the time along with the IoM report: To Err is Human (1999, 2006) and NEHI's : Thinking Outside the Pillbox. (2009, 2012) and focused the adherence discussion on the patient.

In 2012, NCPIE began a collaborative, multi-stakeholder Adherence Action Agenda (The A3 project) in order to formulate methods to improve patient adherence. Representatives from nearly two dozen organizations convened in October and November in Washington, DC to provide input into the development of goals/objectives, action steps, timeline and volunteer organizational leads for various aspects of the A3 project. Some of the original contributors included the American Cancer Society, the American Diabetes Association, the American Heart Association, the National Association of Chain Drug Stores and the National Consumers League.

[Read More](#)

IT HAPPENS AT

INTERPHEX
ARE YOU IN?

APRIL 23-25, 2013
JAVITS CENTER | NY

Member News

Platinum Press Inc. joins the HCPC

The HCPC would like to welcome its latest corporate member, Platinum Press, Inc. Platinum Press is a printer of secondary packaging components dedicated to the Healthcare industry with products tailored to the industry's stringent challenges. The company's product mix includes labels, inserts/outserts and specialty, extended-text labels. Their flagship product, the *Combination Label*™, combines both a product label and an outsert to form a single printed component.

Platinum Press is a full service printer dedicated to the pharmaceutical and healthcare industries and employs segregated production suites and the most sophisticated Electronic Vision Inspection Systems and stringent SOPs in the industry. From the comparator software in the firm's Graphics Department to the in-line barcode and optical character recognition systems utilized at each manufacturing step, pharmaceutical customers can be assured of an accurate and quality product.

For more information on our latest member, please visit their website, www.platinumpress.com

Got News? Send it to us!
vickiwelch@hcpconline.org

Healthcare Compliance Packaging Council
2711 Buford Road, #268
Bon Air, Virginia 23235-2423
Phone 804 338-5778
Fax 888 812-HCPC (4272)
www.hcpconline.org

Visit Our Site:



©2013 by the Healthcare Compliance Packaging Council. All rights reserved.
Reproduction in whole or part without written permission is prohibited.



If you feel you have received this message in error, or wish to unsubscribe from this specific product only, please [REMOVE ME](#).
Click here to view UBM Canon's [privacy policy](#).

UBM Canon | 2901 28th St., Ste. 100 | Santa Monica, CA 90405 USA - NEW ADDRESS!