

May 2013

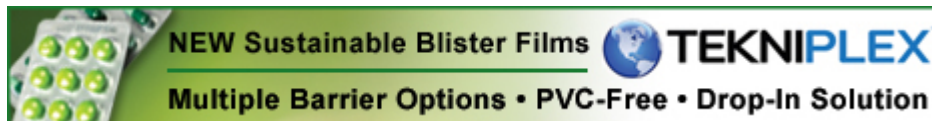
HCPC would like to thank our member sponsors for this edition of RxAdherence News:

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Industry News

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Letter from the HCPC Board

Hello, RxAdherence Readers. It's been quite a spring season and I'd like to take a moment to provide our condolences and regards to the families affected by the Boston Marathon bombing, the plant explosion near Waco, Texas, and those affected by the flooding in the midWest. Finally, I would like to provide our organization's sincere condolences to the family of Mr. Steve Drucker, Director, Global Technical Services, Merck. Mr. Drucker, a well-known, well-liked and highly respected pharmaceutical industry professional was with our organization only a few weeks ago at our November 2012 Pharmaceutical Roundtable, providing knowledgeable insights to our members and attendees. Sadly, Mr. Drucker passed away peacefully on April 17, 2013, surrounded by family. He was 58. Those who had the pleasure of knowing Steve, either in friendship and/or professionally, will miss him dearly.

I would also like to update our readers on some of the latest developments in our organization. First, we had a very successful annual symposium. **RxAdherence2013** was very well attended by pharmaceutical manufacturers and HCPC members alike. Many commented on the excellent content of the presentations. We thank all for their feedback and attendance. We look forward to seeing you at the next event.

After the success of RxAdherence2013, the HCPC Board elected to join two prominent and well-

[HCPC Announces the 2012 Compliance Packages of the Year at RxAdherence 2013](#)

The winners of the annual Compliance Package of the Year competition were announced at RxAdherence 2013, the organization's annual conference on patient adherence and compliance prompting packaging issues. This year's winners are:

- 1) **2012 Compliance Package of the Year:** Avive® customized multi-medication 30 day dosing system from HCPC member MWV Healthcare
- 2) **Compliance Package of the Year First Runner Up:** Med-ic® 21 Dose Multi-Med Pharmacy Seal Pack from Information Mediary Corporation
- 3) **Compliance Package of the Year Second Runner Up:** Eli Lilly Stratterra® Physician Sample (Dosepak®) Submitted by HCPC member AndersonBrecon Inc.

connected patient adherence organizations in order to increase the number of audiences that hear our message of improving patient adherence and outcomes with compliance-prompting packaging. After learning more about **CAHC (Center for Affordable Healthcare Coverage)** and **NEHI**, both of which had presenters at RxAdherence2013, we decided to become more involved in these organizations and their activities. Our membership with these groups dovetails on our expanded involvement with **NCL (National Consumers League** and their **Script Your Future** campaign, embarked upon in 2011) and our membership in **NCPIE (National Council on Patient Information and Education)** which we announced in our last issue. We will actively engage with these organizations to ensure our message is heard and that compliance-prompting packaging is considered as a positive patient adherence improvement tool. We will continue to inform you of our progress in these areas.

The Board is pleased that **Walt Berghahn, our Executive Director, recently testified before the House Energy and Commerce Subcommittee for their Health Hearing "Securing Our Nation's Prescription Drug Supply Chain."** His testimony was well done and well-received and we trust this will lead to future opportunities to not only discuss supply chain security, but how increased compliance-prompting packaging, resulting from original manufacturers' packaging making its way through the entire supply chain into the hands of the patient, will result in lower health care costs.

We look forward to seeing many of you at **PharmapackNA, June 18-19** at the Pennsylvania Convention Center. Many of our members will be exhibiting (16 at the time of this publication) and some of our members and our own Executive Director, Walt Berghahn, will be presenting at the conference. Please stop by the HCPC booth, #531, to see the winning Compliance Packages of the Year.

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

Each Avive package features a month's supply of pre-filled medication packets, labeled with medication names and dosing instructions for the medications inside. The Avive system also includes patient education information with the container. Using this system helps the patient incorporate their medication routines into their daily lifestyle, providing convenience and helping reduce medication errors.

[Read More...](#)

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Letter from the Executive Director

Hello RxAdherence Readers,
Welcome to Spring 2013, the land of sequester and Washington gridlock. Well, maybe there are some bright spots on the latter.

As you will read in this issue, HCPC had the unique opportunity to present testimony to the U.S. House Energy and Commerce Committee on Health in late April. The session, titled: Securing Our Nation's Prescription Drug Supply Chain was certainly focused on supply chain security, serialization, and pedigree which many of you know we consider as the foundation of getting compliance packaging more effectively into the marketplace. What is meant by this is simply that the original manufacturers' packaging needs to go through the pharmacy. Serialization will facilitate getting more original manufacturers' packaging in pharmacy. It is not a stretch from there to get compliance packaging more effectively in that loop.

I was encouraged to hear that the Congressmen were well versed on the topic. Last summer when the first shot was taken on this legislation (first in this decade, original legislation dates to 1987 in the form of the PDMA) it was not clear that all the participants had a grasp of the implications of the activity and I think this is why some from industry were able to introduce concepts that would have been less than effective at solving the problem and yet seemed to gain traction. (This is my politically correct way of saying "some were trying to subvert the process," surprised?) I think the Congressmen (or maybe their staffers) have done their homework. They seem to understand the landscape and they seem to see the benefit of item level serialization.



John Grinnell, Vice President, Strategy and Business Development for MWV Healthcare (left) accepts the 2012 Compliance Package of the Year award from Walt Berghahn, HCPC Executive Director



xAdherence 2013 on March 12th was another successful conference focused on patient adherence and compliance prompting pharmaceutical packaging. We had many informative presentations from industry experts including The Council for

Whether that will translate into meaningful legislation is another story.

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 NCPIE (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. NCPIE 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.

Affordable Healthcare, NEHI, HealthPrize Technologies, CapGemini, Xcenda, plus more. [Click here](#) for access to these useful presentations on the impacts of improving patient adherence!

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

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HCPC's Walt Berghahn Gives Testimony to House Energy and Commerce Subcommittee on Health Hearing "Securing Our Nation's Prescription Drug Supply Chain".

Near the end of April, HCPC's Executive Director, Walt Berghahn was invited to testify before the House Energy and Commerce Committee about the ongoing work towards supply chain security. "This legislation," per Berghahn, "and the inclusion of serial ID would be beneficial to the fight of broader adoption of compliance prompting packaging since it would promote manufacturers original packaging." Berghahn brings attention to the fact that the next step, in securing the supply chain, is "ensuring patients take medications that have traveled safely through the supply chain," in his follow up communication with the Committee.

Berghahn was invited to testify as a result of work he did last summer supporting the PEW Trusts work on legislation that was being deliberated at that time. He testified in front of Chairman Pitts, Ranking Member Pallone and other Members of the Committee. Other expert witnesses included Janet Woodcock, M.D., Director, Center for Drug Evaluation and Research, Food and Drug Administration (FDA); Elizabeth A. Gallenagh, J.D., Vice President, Government Affairs and General Counsel, Healthcare Distribution Management Association; Christine M. Simmon, Senior Vice President, Policy & Strategic Alliances, Generic Pharmaceutical Association; Michael Rose, Vice President, Supply Chain Visibility, Johnson and Johnson Health Care Systems, Inc.; Tim Davis, PharmD., Owner, Beaver Health Mart Pharmacy, On behalf of: National Community

Pharmacists Association; Allan Coukell, Director Medical Programs, Pew Health Group, The Pew Charitable Trusts; Carmen A. Catizone, MS, RPh, DPh, Executive Director and Secretary, National Association of Boards of Pharmacy. Below is an excerpt from Berghahn's testimony. To read his entire testimony and follow up communication to the Committee, [click here](#)

[Congressional Documents & Publications]

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Thank you for providing me the opportunity to share my views and perspective on this matter as someone who has worked in and around the pharmaceutical supply chain for the last 17 years. My name is Walter Berghahn and I am the Executive Director of the Healthcare Compliance Packaging Council, a trade association dedicated to improving medication adherence and patient safety in the US pharmaceutical supply chain through broad adoption of innovative packaging technology. The HCPC represents packaging material and machinery manufacturers as well as contract packagers who provide materials and packaging services to pharmaceutical manufacturers as well as downstream customers in both institutional and retail pharmacy. This pending legislation and that already established in California SB 1307 directly affects the membership and their customer base. That being said, the membership of HCPC has been supportive of the legislation in California, recognizing that it's goal is consistent with HCPC's, that of furthering pharmaceutical supply chain and patient safety. [Read More...](#)

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HCPC Joins Two Prominent, Proactive Patient Adherence Organizations, CAHC and NEHI

In our last issue, we were happy to announce the HCPC's membership in NCPPIE, the National Council for Patient Information and Education. We follow up this membership with two more organizations that are actively engaged in promoting patient adherence, The Council for Affordable Healthcare (CAHC) and NEHI, (formerly the New England Health Institute). Both organizations include corporate members, as well as pharmaceutical and healthcare NGO members that are seeking methods to improve patient adherence. As an organization focused on improving patient adherence through compliance prompting packaging, we felt it critical to be at the table as these groups approach Congress and assist in the development of improved patient adherence methods to improve outcomes and decrease healthcare costs.

The first organization, the **Council for Affordable Health Coverage (CAHC)** has formed "Prescriptions for a Healthy America: A Partnership for Advancing Medication Adherence" in collaboration with several pharmacy, provider, patient, and pharmaceutical organizations to identify specific medication adherence legislative and regulatory solutions that can be brought to the attention of Congress and the Administration.

The Partnership is working with key stakeholders to create and promote specific opportunities to align policy change with medication adherence best practices. The official launch of the Partnership occurred on Thursday, May 2 with the release of a poll, sponsored by the partnership and conducted by Greenberg Quinlan Rosner Research and Public Opinion Strategies, that found that two-thirds of patients prescribed medication do not take the medication as intended. (For the full survey results, please visit the HCPC Compliance Research page, <http://www.hcpconline.org/research-projects.php>). For more information on CAHC, please visit www.cahc.net.

The second organization, **NEHI**, is a national health policy institute focused on enabling

innovation to improve health care quality and lower health care costs. In partnership with members from all across the health care system, including patients, payers, providers, universities, hospitals and not-for-profit institutions, and for-profit companies and associations, NEHI conducts evidence-based research and stimulates policy change to improve the quality and the value of health care. Together with this unparalleled network of committed health care leaders, NEHI brings an objective, collaborative and fresh voice to health policy.

Since its founding in 2002, NEHI has amassed a wide portfolio of research in an effort to find innovative solutions to health care's most pressing problems. NEHI's areas of concentration include reducing waste and inefficiency in health care, spurring national policy changes that enable patient safety, medication adherence and the responsible use of medicines, promoting health and wellness initiatives, and identifying health care technologies that improve the management and lower the costs of chronic disease care. For more information, visit www.nehi.net.

HCPC Welcomes Two New Member Companies, RockTenn and Legacy Packaging

RockTenn is a leading manufacturer of paperboard packaging. Offering extensive manufacturing capabilities, diverse finishing enhancements and in-house support services, including graphic and structural design, RockTenn delivers inventive packaging solutions for numerous markets, including the cosmetic, personal care, fragrance, nutraceutical and pharmaceutical markets. For the pharmaceutical market, in particular, RockTenn combines high-impact graphics with innovative folding carton features to differentiate its customers' brands, while providing product security and adherence to compliance standards, key components vital for safety and quality.

Legacy Pharmaceutical Packaging is an independent, privately held contract pharmaceutical packaging company located in St. Louis, Missouri. Utilizing leading-edge equipment, state-of-the-art technology, customer-focused performance and experience-based expertise, Legacy has grown rapidly into a recognized industry leader. Dedicated and responsive customer service and account reps offer Legacy clients best in class support; service that has resulted in a customer retention rate of over 98 percent. Operating out of approximately 220,000 sf cGMP compliant facilities, Legacy is a full service solution provider offering innovative package design and engineering capabilities, cutting edge technology, state of the industry quality control and unparalleled project management and customer support. Legacy is built for rapid response and specializes in high speed bottle filling, blister packaging, and pouching as well as a full range of secondary packaging capabilities, inventory management, distribution services, and a variety of other value added services. Legacy serves the branded, generic, government, wholesale, and major retail markets and is the leading provider of Unit-of-Use packaging, including the Ecoslide-RX compliance package, to the major retail chains and drug manufacturers. Legacy is registered with the FDA and licensed by the DEA to handle Schedule II-V drugs and L1 chemicals.

Get ready for Pharmapack North America Conference 2013!

Pharmapack[®]

NORTH AMERICA

June 18 – 19, 2013, Pennsylvania Convention Center, Philadelphia, PA Pharmapack NA, from Canon Trade Shows, is in its second year here in the states and it is quickly establishing itself as a must attend, must exhibit show and conference. Many of our HCPC members see the value in exhibiting at this event, which is based on the successful format of Pharmapack Europe.

With the patient at the focal point, the two-day Pharmapack Conference examines packaging design, materials and compliance strategies which will lead your company to reach innovative and cost effective solutions. HCPC Executive Director, Walt Berghahn, will be a keynote speaker presenting **Compliance prompting packaging: Patient safety, brand protection and supply chain security in one step** on the morning of June 19. In addition, the conference schedule heralds many other experts from within our HCPC membership roster including Montesino Associates, AndersonBrecon, MWV and Burgopak. The entire program includes 20+ presentations covering ePedigree, serialization, materials, track & trace, cold chain, patience

compliance, sustainability and of course cost control. [Read More...](#)



Member News

Bilcare Research Expands Global Manufacturing Capabilities to Offer Enhanced Cost Positions and Global Redundancy to North American Customers

Bilcare Research, a leading manufacturer of mono and multi-layer barrier films and foils for the pharmaceutical industry, announced the introduction of a new modern, high-speed lamination line for the production of Aclar® multilayer films and Triplex PVdC Films at its Bötzingen facility in Germany. This investment, along with the expansion of PVdC coating capacities in the Singapore facility, provides Bilcare Research with added capabilities toward meeting increasing demands in the North American market. [Read More...](#)

AMERISOURCEBERGEN ANNOUNCES SALE OF ANDERSONBRECON

AmerisourceBergen Corporation (NYSE: ABC) today announced that it has signed a definitive agreement to sell its contract packaging business, AndersonBrecon, to an entity formed by affiliates of an investor group led by Frazier Healthcare VI, L.P. for the purpose of acquiring AndersonBrecon. "We are pleased that AndersonBrecon will join well-established firms heavily invested in the healthcare services market, including the pharmaceutical contract packaging sector," said Steven H. Collis, AmerisourceBergen President and Chief Executive Officer. "This transaction will help ensure that AndersonBrecon will continue to thrive in the years ahead, and allows AmerisourceBergen to focus on its distribution, specialty and manufacturer services businesses." [Read More...](#)

NSF INTERNATIONAL GRANTS KLÖCKNER PENTAPLAST'S SMARTCYCLE® LINE "CERTIFICATE OF VERIFICATION"

Klöckner Pentaplast's line of SmartCycle® post-consumer recycled (PCR) content polyester films produced in North America has been granted a "Certificate of Verification" by NSF International, an independent, third party, not-for-profit organization. The certificate verifies the recycled content claims of kp's line of SmartCycle® polyester films produced in North America and allows customers who use these films to be confident that the PCR-content claim is true and valid. [Read More...](#)

Got News? Send it to us!
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