

October 2013

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

Bilcare Research and Legacy Pharmaceutical Packaging

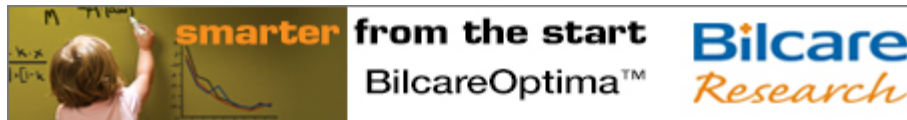
[Register Today for the HCPC Annual Fall Members Meeting – Tuesday, Nov. 12](#)

The HCPC Annual Fall Members Meeting always proves to be an opportunity to gain industry insight with valuable speakers and presentations. Please join us on Tuesday, November 12. Our valued member Honeywell has again graciously offered to host this meeting in the wonderful Larry Bossidy Learning Center. [Register today by going to our online registration site!](#)

Date: Tuesday, November 12
Larry Bossidy Learning Center
Honeywell
101 Columbia Road
Morristown, NJ 07962

[Entries Being Accepted for HCPC's Compliance Package of the Year Competition through February 28, 2014](#)

Each year the HCPC solicits entries from the pharmaceutical industry for consideration in its *Compliance Package of the Year* competition to determine pharmaceutical packages best designed to optimize patient adherence. Qualifying packages for the Compliance Package



Industry News

- > [Letter from the HCPC Board](#)
- > [Letter from the Executive Director](#)
- > [Save the Date for RxAdherence2014](#)
- > [HCPC Provides "Improving Medication Adherence Through Packaging" White Paper](#)
- > [The American Hospital Association Awards Exclusive Endorsement to Walgreen WellTransitions® Program for Medication Adherence](#)
- > [Part Of The Solution: Next Steps In Medication Adherence Policy](#)
- > [Department of Health and Human Services \(HHS\) Clarifies Refill Reminder Rule](#)
- > [Member News](#)

Letter from the HCPC Board

Hello, RxAdherence Readers. I look forward to seeing our many members at our upcoming Annual Member Meeting on November 12 at the Honeywell Headquarters Morristown, look forward to hearing from Gabey Cosel of the Pew Trust, as well as reporting back findings from our Voice of the Member Survey that is currently underway. I and your board members are conducting this survey and so far we are getting good feedback.

One thing that is evident, however, is that our organization, the HCPC, is somewhat different from other associations. What I mean by this is, in order for us, the members, to get more involved in our organization, we must be more involved. Ours is a working organization that can increase its reach and influence through its core members. This is one of the reasons the HCPC Board increased the size of the Board from seven to nine seats. In addition, though, what highlights is that not all those representatives within our member companies who can benefit themselves and their firms by being involved with the HCPC are actually involved. Some companies have only one or two representatives going to HCPC meetings and receiving communications, such as this newsletter. To broaden our organization's impact and to

the utilization of compliance prompting packaging, we ask our member company liaisons consider who else in their organization can benefit from a relationship with the HCPC ; versa. The more interaction we receive from our members, the greater our impact will

of the Year category must:

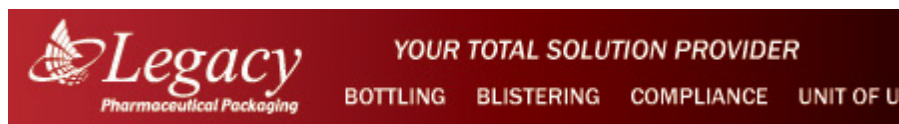
A case in point is the current HCPC pharmaceutical blister vs. vials research that is un Many of you heard about this research at previous member meetings whereby we war hypothesis that the daily opening of typical pharmaceutical vials under normal househ conditions is possibly accelerating degradation of today's most common prescription d potentially impacts their efficacy and directly affects health outcomes, thus bringing int the continued, long-term use of this current package. It took affirmative action by HCP members, such as that of Legacy Pharmaceutical Packaging, new to the organization and Bilcare Research, to frame the initial research and work being achieved today. Th packaging components, pharmaceuticals and personnel for this test are staged and re hope to be able to provide you the data from this research in the coming weeks.

- 1) Be in a compliance-prompting format with at least one patient adherence assistance feature
- 2) Have been commercially available during 2013
- 3) Not require drug products to be repackaged by patients.

Be a part of an active, working organization, Come to our annual meeting. Bring your c [Register today](#).

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

There is also an Innovative Design category for non-commercially available compliance-prompting packaging formats. Qualifying entries for this category must include patient adherence features and also not require repackaging by consumers. There is no fee to participate. For more information, please visit <http://www.hcpconline.org/compliance-package.html>.



Letter from the Executive Director

Hello Rx Adherence News Readers. Happy 4th quarter. Hope you have all enjoyed wa efficient and fluid movements of our illustrious government in action. The thought that constantly in my mind is, "if they were my employees, they would all be fired". It is am: the least.

Download the **HCPC Whitepaper in its new, easier to read format.**

Well, not a major concern to the HCPC. Thankfully our activities don't directly rely on t government although there are some potential changes in this. Several of the organiz: the HCPC has engaged in 2013 and recent past do have activities that directly engage and are looking to influence pending and future legislation. Those of you that have bee with HCPC for a longer time know that we did participate in promoting "special packag initial development of Medicare Part D through a member company. When it went live there was the inclusion of "special packaging" consideration under Medication Therap: Management but unfortunately it was done in such a way that it yielded little benefit to industry. This is always the danger when dealing with D.C., you cannot be sure what y will yield. This is why we've shied away from direct legislative involvement, seeking ins avenues for educating and influencing adoption of compliance prompting packaging w legislative mandate.

The HCPC Whitepaper, *Improving Medication Adherence with Packaging*, has been improved with the use of product imagery and information on actual compliance-prompting packaging to better illustrate this packaging to those stakeholders outside of the industry.

This leads to the activities of 2013 where we've engaged other trade groups with large educate their members and broaden the audience for our mission. In several of these those groups are themselves engaged in activities to improve medication adherence. groups are the **New England Healthcare Institute (NEHI)**, the **National Consumers (NCL)**, the **Council for Affordable Healthcare (CAHC)**, the **National Council for Pa Information and Education (NCPIE)** and **Americas Health Insurance Plans (AHIP)**

Visit <http://www.hcpconline.org/whitepaper.php> to download a copy to share with your colleagues and customers.

These groups have a few things in common that make them great partners for HCPC. have an active interest in improved medication adherence, they all have diverse mem: they all reach broader, more diversified audiences than the HCPC normally can.

[Membership Information](#)
The HCPC offers its

NEHI has been quite active and vocal over the last 6 years regarding poor medication adherence. They have produced numerous papers on the subject including this most recent release: [Six-point plan to improve medication adherence](#). Group estimates non-adherence costs \$290 billion annually, July 29, 2013.

The Council for Affordable Health Coverage (CAHC) has launched the Medication Adherence Policy Campaign in collaboration with several pharmacy, provider, pharmaceutical and consumer organizations to identify specific legislative and regulatory solutions that can be brought to the attention of Congress and the Administration. The list of participants is impressive. This is from their website:

The Campaign will host policy discussions designed to educate and engage key stakeholder organizations, with the goal of forming a broad, CAHC-led campaign in support of actionable policy reforms. We will assemble data and other background materials documenting the economic and health benefits of medication adherence, and identify the most promising approaches. A key objective of this initiative will be the introduction of bipartisan legislation embodying concrete reforms. We also will encourage the Administration and Congress to expand testing of promising models and to share knowledge of what works at scale, through comparative research.

NCL celebrated the second anniversary of their Script Your Future Campaign in July with a conference at the Pew Trust offices. The HCPC was present at this event for the second year in a row.

And NCPIE continues to promote Talk About Prescriptions Month as seen in this announcement below.

This October marks NCPIE's 28th national "Talk About Prescriptions" Month (TAP Month). This year, our theme for TAP Month is "Be Medicine Smart." The focus of TAP Month 2013 -- improving medication adherence -- is a core value of medication adherence and appropriate medicine use. During "TAP" Month, on October 15, 2013, NCPIE is launching a new national campaign called the Adherence Action Agenda (The A3 Project) with a particular emphasis on the need to call attention to and address improving adherence for Americans suffering from multiple chronic conditions (MCCs).

The HCPC was present for this event, as well.

I think all this activity is encouraging and I'm sure you can understand why the HCPC works with these groups. By educating them and their membership we help broaden their understanding of compliance prompting packaging and they will in part become spokesmen for us as they continue their work in healthcare.

Looking forward to seeing many of you at the annual meeting in Morristown on November 14th.

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!

SAVE THE DATE
RxADHERENCE
STRATEGIES TO IMPROVE PATIENT OUTCOMES **2014**
April 8, 2014
Hamilton Park Hotel & Conference Center
Florham Park, NJ

Early Bird Special
Ends 3/10
Save \$100

The image is a promotional graphic for the RxAdherence 2014 event. It features a light blue background with a photograph of a pharmacist in a white coat and a female customer in a purple top at a pharmacy counter. The text is arranged in a structured layout, with the event title 'RxADHERENCE' in large, bold letters, and the date 'April 8, 2014' and location 'Hamilton Park Hotel & Conference Center, Florham Park, NJ' clearly visible. A starburst graphic on the right side of the image highlights an 'Early Bird Special' that ends on 3/10 and offers a \$100 discount.

Save the Date for RxAdherence2014

A superb event focusing on effective patient adherence tools and methods. Learn what is on the horizon. RxAdherence2014 is a convenient, one day conference conveniently located in the heart of the pharmaceutical manufacturing corridor. Learn

speakers from CVS Caremark, National Alliance of State Pharmacy Associations, plus

HPCPC Provides "Improving Medication Adherence Through Packaging" Whitepaper AHRQ

The Agency for Healthcare Research and Quality recently requested scientific information submitted to the public on *medication therapy management*. The Agency is currently conducting a review of Medication Therapy Management by the Evidence-based Practice Center as part of the AHRQ Effective Health Care Program. AHRQ is conducting this comparative effectiveness review pursuant to Section 1013 of the Medicare Prescription Drug, Improvement, and Modernization Act of 2003, Public Law 108-173, a 902(a) of the Public Health Service Act, 42 U.S.C. The HPCPC was proud to share its whitepaper that reports the results of multiple studies demonstrating how computer prompting packaging improves adherence.

The American Hospital Association Awards Exclusive Endorsement to Walgreen WellTransitions® Program for Medication Adherence

The American Hospital Association (AHA) recently announced its exclusive endorsement of Walgreens WellTransitions®, recognizing the program for medication adherence. The program is a coordinated care program aimed at improving medication adherence. The program has demonstrated reductions in hospital readmission rates by helping patients better understand their therapies during and after discharge.

[Read More](#)

Part Of The Solution: Next Steps In Medication Adherence Policy - A blog comment by our colleague, Tom Hubbard, Vice President of Policy Research, NEHI

We've heard a lot of encouraging words lately about how the improved use of medication is an essential but overlooked pathway to improved patient outcomes and sustainable health care costs. Consider these three signposts:

- 1) The Congressional Budget Office's long-awaited finding last fall that a 5 percent increase in prescription drug use results in about a 1 percent reduction in medical spending.
- 2) The IMS Institute for Healthcare Informatics' most detailed recent estimates (register required) of avoidable health care costs due to sub-optimal use of medications across chronic disease states in the US.
- 3) Finally, CMS' first-year results of its original 32 Pioneer Accountable Care Organizations. The list of players in the medication management space in the health care system is large and growing. It is time to take a look at how this expanding cast of players can best work together.

[Read More...](#)

Department of Health and Human Services (HHS) Clarifies Refill Reminder Rules

On September 19, 2013, the Department of Health and Human Services released guidance addressing HIPAA Privacy Rule limitations on how companies may remind patients to fill prescriptions in exchange for remunerations (the Guidance). With limited exceptions, t

Rule requires an individual's written authorization before his or her protected health information may be used or disclosed for a marketing communication (i.e., a communication about a product or service that encourages the individual to purchase or use that product or service). Guidance clarifies the Privacy Rule exception to this authorization requirement for refill and other medication adherence communications relating to drugs or biologics currently prescribed to the individual (refill reminders).

[Read More...](#)

Member News

Folding Carton Supplier Rondo-Pak Opens New Facility in San Juan, Puerto Rico

Rondo-Pak, a leading provider of quality folding cartons to the pharmaceutical, biotech and medical device industries, has opened a manufacturing and distribution facility in San Juan, Puerto Rico. The new location will offer world class climate controlled manufacturing and warehousing space, and gives Rondo-Pak a foothold on an island well known for its pharmaceutical and healthcare products manufacturing industry. The new facility immediately makes Rondo-Pak an attractive option for pharmaceutical manufacturers seeking a reliable new supplier, as well as those looking for a strong secondary supplier to help minimize risk. Rondo-Pak also has a facility to manufacture folding cartons, and has plans to expand the plant's production to include other printed packaging components.

[Read More...](#)

Constantia Flexibles - Focus on Coldform Foil

Constantia Flexibles supplies the Pharma and Healthcare market with high quality Coldform Foil which is produced with special focus under clean room conditions. The modern and diverse production equipment with state of the art camera inspection systems ensures a top quality packaging product which runs smoothly on the highly sophisticated Pharma packaging equipment. Constantia offers a full and running back up situation with two plants producing identical specifications. Constantia Flexibles' product development works intensively with customers to develop bespoke specifications to match their needs.

[Read More...](#)

KLÖCKNER PENTAPLAST INTRODUCES THE NEXT GENERATION OF PENTAPLAST BLISTERPRO®, AN INNOVATIVE, INTEGRATED PREDICTIVE MODELING AND PROTOTYPING SOLUTION FOR BLISTER DESIGN

Pentaplast is pleased to introduce the next generation of the company's blister design solution, Pentaplast® BlisterPro®. In conjunction with Klöckner Pentaplast's Blister Technology, the capabilities of this innovative solution have been expanded to include new design and optimization services for the pharmaceutical packaging industry. Pentaplast® BlisterPro® enables package designers, technicians, and engineers to explore the effects of tool geometry and process conditions as well as predict the protective barrier properties of the final product without running expensive and time consuming line trials. The next generation of Pentaplast® BlisterPro® will further expedite the package development cycle by combining BlisterPro® element analysis simulations with actual tool design, fabrication, and package product testing. Klöckner Pentaplast is the only global supplier to offer an integrated, advanced technical program that provides scientific development to practical application in one solution.

[Read More...](#)

PCI Welcomes Mitchell Blumenfeld as Chief Financial Officer

Packaging Coordinators Inc (PCI) announces the hiring of Mitchell Blumenfeld as Chief Financial Officer. Blumenfeld will be located at PCI's headquarters in Philadelphia, PA. He joins PCI after previously worked at AmerisourceBergen Corporation, most recently in the role of Chief Financial Officer for the World Courier Group. World Courier is a leader in global specialty distribution including clinical trial materials and commercial medicines. Blumenfeld brings over 20 years of financial experience across several industries including healthcare.

[Read More...](#)

Tri-Seal, a Tekni-Plex Company, Introduces Closure Liners for Containers Holding Aggressive Chemicals

Tri-Seal, a Tekni-Plex Company and a leading manufacturer of cap liners and seals (cap liners) for plastic, metal, and glass containers, has developed the new **HS8500 series liners** for containers housing aggressive chemical contents. The two-piece induction liner solutions are ideal for industries that demand robust packaging technologies, including chemical, agro-chemical and automotive sectors.

[Read More...](#)

Rondo-Pak Hires Steve Hreshko as VP of Finance & Administration Folding Cartons Manufacturer Also Names Thomas Fitzgerald as New Independent Representative

Rondo-Pak, a leading provider of quality folding cartons to the pharmaceutical, biotech and medical device industries, has hired Steve Hreshko as Vice President of Finance & Administration. In this role, Mr. Hreshko is responsible for a wide swath of financial functions including strategic planning, reporting, taxes, controllership, accounts receivable, accounts payable and payroll. These duties necessitate his oversight of Rondo-Pak's other sectors: IT, HR and business administration.

[Read More...](#)

PETER BELDEN NAMED GENERAL MANAGER OF PCI ROCKFORD FACILITIES

Packaging Coordinators Inc (PCI) is pleased to announce that Peter Belden has assumed the role of General Manager for its Rockford, IL based facilities. PCI operates nine facilities in Rockford, totaling over 1,000,000 square feet and employing over 1,300 highly trained associates. The site supports pharmaceutical and biotech packaging services for clinical and commercial medicines, as well as medical device, and consumer healthcare products. PCI is headquartered in Philadelphia, PA and features over 14 facilities in North America and is serving the global pharmaceutical packaging market. The company added the Rockford facility as part of its acquisition of AndersonBrecon Inc. from AmerisourceBergen Corporation this year.

[Read More...](#)

Tekni-Plex Receives Certified Supplier Award from Unilab

Tekni-Plex, Inc., a globally-integrated company that develops and manufactures innovative packaging materials and precision-crafted tubing solutions, has been awarded a Certified Supplier Award from Unilab, one of the largest pharmaceutical companies in the Philipines. The award was presented at a prestigious ceremony hosted by Unilab.

[Read More...](#)

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.