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AndersonBrecon, Bilcare Research and Keystone Folding Box

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December 2012

RxAdherence2013 – Save the Date

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Plan to attend RxAdherence2013 Now in its 21st year, 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 Committed speakers include Adherence experts from NCPiE, NEHI, HealthPrize Technologies, CapGemini, Xcenda plus more.

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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!

Letter from HCPC Board

As outgoing Chairman of HCPC, I want to take this opportunity to review with each of you our direction; past, present and future. During the past two years, and especially over the past fifteen months, the organization has been very busy promoting our message and providing you with tools to expand both your knowledge and influence within the packaging industry. One of the biggest accomplishments was the completion of the HCPC Compliance Packaging White Paper. This paper is extremely well done and has been downloaded numerous times from our website by industry packaging professionals and media personnel. The paper provides a compilation of two decades of research on patient adherence and calendarized compliance-prompting packaging. Also, members of the HCPC board have been very active, on your behalf, promoting our message and presenting at numerous tradeshows, conferences and government officials and departments.

Notable meeting presentations include:

- ▶ CBI Packaging & Labeling Workshop in September 2011
- ▶ Pharma Supply Chain & Logistics in December 2011
- ▶ PharmaPack Conference in May 2012
- ▶ Pharma Supply Chain Summit in June 2012
- ▶ IOPP – DPPC October 2012 general membership meeting
- ▶ Rutgers Packaging School in October 2012

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Letter from the HCPC Executive Director

Hello, RxAdherence readers. The 2012 political season is over but the affects may be around for a while, kind of like Sandy. Regardless of which party is in power, healthcare improvements will be sought and opportunities to engage groups with compliance packaging will continue to present themselves.

As the HCPC looks back on 2012, we see a year where there were more conferences on adherence than ever before, more groups, both public and private, engaging the topic, more articles written on adherence and more public activity. When I started working with the HCPC in 1999 I often felt we were like that crazy guy screaming in the crowd about the end of the world while everyone walked calmly by! No one was listening to the discussion about medication adherence and certainly there was no concrete action. Public interest was non-existent and professional groups recognized the problem but were focused on other issues.

ow, not a month goes by without an adherence conference of some sort. Believe me, we know, as we searched for the right time slot for our RxAdherence conference event. But, this is good news. There is more attention being provided for non-adherence and more efforts to change and improve medication delivery. Who is speaking at these conferences? Presentations by NEHI, NCL, IoM, WHO, NABP and dozens of other organizations, and, of course, the HCPC. The only difference is that ours are the only presentations concerning packaging as successful method of improving medication adherence.

With all the effort being made, most of these organizations focus on influencing adherence by improving communication with the patients through various forms of electronic messaging and reminders, or direct intervention such as phone calls, but rarely through packaging, the last physical item in the hands of the patient when he/she takes a medication.

This is changing, however.

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HCPC Pharma Workshop Provides Intimate Industry Insight

Attendees to the HCPC's new meeting format, the HCPC Pharma Workshop, were treated to pharmaceutical packaging insights afforded by Kumar Nanavati, former packaging technology director, BMS, Steve Drucker, director, global technical services, Merck, as well as Hae Chang Gea, professor & director, Packaging Engineering Program, Rutgers University and Ed Bauer, PTIS, on the issues and challenges of compliance packaging, serialization and sustainability. The informative discussions were facilitated by Peter Schmitt, president of Montesino Associates. The following is a brief synopsis of some of these discussions.

On the subject of compliance-prompting packaging, the experts presented the fact that cost as it relates to improving outcomes and the nature of the disease are important factors in determining the use of a compliance-prompting package. Mr. Drucker mentioned that drivers at Merck include cost, concern and commitment, the latter being how committed the patient is in maintaining their medication regimen. He went on to say "There are multiple ways of improving adherence with the right blend of technologies. The package is the last thing that people touch when they take the product. How do we leverage this and develop a product that meets the 3 C's? What can the HCPC membership do to help us meet these 3 C's?" **[Read More.](#)**

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Call for Compliance-Prompting Packaging Entries!

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 Provides Compliance Package of the Year Scholarships to Packaging Schools

As part of the HCPC's mission to ensure that all packaging and healthcare industry participants, including those that will be future industry professionals, are aware of the positive effect of compliance-prompting packaging, the organization recently provided scholarship funds to multiple packaging schools. The schools that received the scholarships were selected by the HCPC Compliance Package of the Year winners. The professionals responsible for the 2011 Compliance Package of the Year winning entries, Novartis Pharmaceuticals' Tasigna, which won the Compliance Package of the Year, Burgopak's RxSeries Child Resistant Slider, the Innovative Design Winner, and First Runner Up Compliance Package of the Year, Forest Pharmaceuticals' Viibryd, selected RIT and Michigan State University as this year's scholarship recipients. The schools then award the scholarships to commendable and noteworthy packaging students.



Aditya Nallur and Mike Rutalis, students at RIT, are recent recipients of HCPC Compliance Package of the Year scholarship funds. RIT was nominated as a scholarship recipient by Novartis Pharmaceuticals, the winner of the 2011 Compliance Package of the Year with their Tasigna entry.

HCPC Whitepaper on Compliance-Prompting Packaging - A Popular Download

The HCPC Whitepaper, which chronicles over 20 years of studies highlighting the positive impact of compliance-prompting packaging, is available at <http://www.hcpconline.org/whitepaper.html>. The report has been downloaded by many varied firms over recent months. Pharmaceutical professionals from Abbot, AstraZeneca, Baxter, Janssen, Merck and Novartis have accessed the document, to name a few. In addition, multiple pharmacies, pharmacy service firms, and healthcare organizations have downloaded the document. The HCPC has also been sharing this document with many influential organizations focused on healthcare to increase the visibility of compliance-prompting packaging benefits. We welcome all our readers to download this document and share it with your colleagues.

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Technology Corner

It is sometimes stated that a consumer makes a purchase decision in less than 10 seconds. Often the decision to purchase one item over another is due to branding and attention-grabbing packaging, but how does a marketer know if their packaging truly captures the consumer's attention? One of HCPC's member companies, Klöckner Pentaplast, recently conducted eyetracking research through Clemson University's CUShop™ to evaluate how different styles of packaging influence a customer's point-of-sale behavior.

Experimental Design and Procedure

The study was conducted in a re-creation of a shopping environment to examine the differences in how customers shop for products when they have the option for a clear plastic clamshell package or a printed paperboard box. The study consisted of 68 participants from age 18 to over 65 with fairly diverse income distribution. 76.5% of participants claimed to be the primary shopper for their household. During the study, the 68 participants wore eyetracking glasses and were given one of five random shopping lists and instructed to go into the shop and select a product for each item on their shopping list. Shoppers were asked to find a men's razor, an electric toothbrush, and an air freshener.

Read more.

HCPC Welcomes 2013-2014 Board Members

2013 will begin a new two-year term for the HCPC Board. The organization

welcomes and thanks the following industry professionals for their support of the HCPC by being a board member for the 2013-2014 term.

Justin Schroeder, Senior Director, Marketing & Development Services, AndersonBrecon Inc.

Tom McDonough, Vice President of Products and Project Management, Bilcare Research

John Steenkamer, Business Manager, Pharmaceutical, Constantia Flexibles

Melissa Green, Global Strategic Marketing Manager, Healthcare & Packaging Business, Honeywell International

Ralph Mendoza, North American Sales Manager, Klöckner Pentaplast of America

Kevin Carter, Director of Business Development, McKesson's US Pharmaceutical Packaging

John Grinnell, Vice President and Managing Director, MWV Healthcare's Secondary & Adherence Packaging Division

Dirk Corsten, Managing Director, Uhlmann Packaging Systems, LP

Bill Sharpless, Business Development Manager, Pharmaceutical and Healthcare Packaging Division, Winpak

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Member News

Tekni-Plex to Upgrade and Expand Manufacturing Facility in Flemington, NJ

Tekni-Plex, Inc., a globally-integrated company that develops and manufactures innovative packaging materials and precision-crafted tubing solutions, will invest more than \$9 million to upgrade and expand manufacturing infrastructure at its facility in Flemington, New Jersey. The project will result in new capabilities and additional capacity to meet the company's growing customer demand.

The 18-month project will further enhance technology and increase capacity at the plant, which primarily produces multi-layer flexible packaging structures for a large range of heatseal and pressure-sensitive closure liners for pharmaceutical, food & beverage, cosmetic, automotive and other applications. Lidding foils for pharmaceutical blister packs, medical device packaging and pouch materials also are produced at the plant. [Read More](#)

Tekni-Plex Debuts Series of PVC-free, Energy-efficient Blister Films

Tekni-Plex, Inc. recently introduced a new sustainable blister film solution at PACK EXPO Booth# S3071 in Chicago. Offering viable alternatives to films containing PVC, Tekni-Plex's PX and PXA Series of materials are available in all standard thicknesses and combinations.

Tekni-Plex's PX and PXA Series of films provide equivalent performance, enhanced processability and increased clarity when compared to PVC multi-structured laminated barrier (duplex and triplex series) and mono-blister films.

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Klöckner Pentaplast Announces Global Capacity Expansion Plans

The Klöckner Pentaplast Group announced today that it will add to its global production capacity in Asia, the Americas, and Europe. The company is investing \$51.8 million USD (€39.6 Mio) for this expansion which includes facilities in Suzhou, China; Cotia, Brazil; and Santo Tirso, Portugal. 137 employees will be added worldwide. Klöckner Pentaplast is the only rigid films producer with manufacturing sites located in the Americas, Asia, and Europe [Read More](#)

Colbert's EnviroGuard Package Makes Its Commercial Debut with VetGuard Plus

Colbert Packaging Corporation, a leading manufacturer of folding cartons, rigid paper boxes and paperboard specialty products, today announced the first commercial application for EnviroGuard™, its patented paperboard specialty package and sustainable alternative to plastic clamshells. VetGuard Plus, a new flea, tick and mosquito treatment for dogs, made its market debut in eight fully recyclable versions of EnviroGuard and is now available in big box retail and club stores nationwide [Read More](#)

Klöckner Pentaplast Introduces Pentapharm® ACLAR® 600 ULTRA, ULTRA HIGH BARRIER FILM

The Pentapharm® film product line has been extended to include Pentapharm® ACLAR® PA600/02 barrier films for pharmaceutical packaging applications. Pentapharm® ACLAR® PA600/02 film is a two-layer (PVC/ACLAR®) laminated

film that provides the highest moisture barrier available in the Pentapharm® ACLAR® product line. Pentapharm® ACLAR® films are offered globally and manufactured throughout the worldwide network of Klöckner Pentaplast production facilities. [Read More](#)

Pentamed® Light Medical-Packaging Films Now Available From Klöckner Pentaplast

The Pentapharm® film product line has been extended to include Pentapharm® ACLAR® PA600/02 barrier films for pharmaceutical packaging applications. Pentapharm® ACLAR® PA600/02 film is a two-layer (PVC/ACLAR®) laminated film that provides the highest moisture barrier available in the Pentapharm® ACLAR® product line. Pentapharm® ACLAR® films are offered globally and manufactured throughout the worldwide network of Klöckner Pentaplast production facilities. [Read More](#)

Pentaform® SmartCycle® 100% Post-Consumer-Recycled Content Films Now Available From Klöckner Pentaplast

The Pentaform®SmartCycle® film product line has been extended to include Pentaform® SmartCycle® PET films consisting of 100% post-consumer recycled (PCR) content. Unlike standard PCR films available in the market today which combine PCR content and virgin resin, Pentaform®SmartCycle® TH-ES100 films are made from 100% PCR from beverage bottles. Pentaform®SmartCycle® films are designed to help customers meet their sustainability goals for visual packaging applications. Ideal for face-seal, tray, and trapped blister thermoformed applications, Pentaform®SmartCycle® films offer exceptional clarity and processability on standard thermoforming and form/fill/seal equipment. With over 20 years of polyester production experience, Klöckner Pentaplast is a leading global producer of rigid polyester films and is the exclusive global supplier of SmartCycle® packaging films. [Read More](#)

Bilcare Research Offers nonClonableID, a Solution for Product Security and Anti-Counterfeiting

Bilcare Research AG, one of the world's largest manufacturers of blister packaging solutions, offers nonClonableID™, a solution for the pharmaceutical industry that strengthens supply chain security and fights counterfeiting through the incorporation of unique product fingerprints. Easily integrated into existing packaging operations as unit-level labels on blister packs, secondary packaging or tamper-evident closure labels, nonClonableID™ addresses the growing need for instant authentication, secure track-and-trace and e-pedigree in a scalable, cost-effective manner. [Read More](#)

Ecoslide-RX, Environmentally-Sustainable Pharmaceutical Compliance Package, to be Implemented at Walmart Stores

Ecoslide-RX, a pharmaceutical compliance package that is more environmentally sustainable than traditional packs, will soon be arriving to Walmart's pharmacies. Introduced in late 2011 by Keystone Folding Box Company – a New Jersey-based manufacturer of paper-based packaging solutions – Ecoslide-RX is senior-friendly and achieves the highest-possible standards of child-resistance (F=1 rating), keeping at a premium both customer safety and ease-of-use – two ongoing, previously unmet challenges for environmentally sustainable products in the pharmaceutical industry. [Read More](#)

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