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# UnitDoseAlert

HCPC's electronic newsletter reporting on Compliance Prompting Packaging

HCPC would like to thank our member sponsor for this edition of UnitDoseAlert:  
**Amcor**



August 3, 2010

## [HCPC Events](#)

Save the Date - HCPC's Biennial Showcase! HCPC's Showcase is a great way to learn about the latest developments on pharmaceutical compliance packaging, as well as the goods, services, and technology available from HCPC member companies.

*Wednesday,  
September 15, 2010  
Larry Bossidy Learning  
Center*

*Honeywell  
Morristown, NJ*

More information on the event will be available on the HCPC website as it develops.

## [2010 National Symposium on Patient Compliance](#)

Some attendees commented it was the best selection of presentations ever held at this annual event. Couldn't make it? Click [here](#) to gain access to HCPC's 2010 Symposium presentations.

## [Chairman's Viewpoint in PMP News](#)

Look for the HCPC

## Industry News

- > [Washington Beat](#)
- > [Letter From HCPC Board](#)
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### Washington Beat

Recent activities on the Hill, outside the Beltway, inside statehouses, and on the pages of print and lay media are proof that medication adherence and better medication use are national priorities. Read more on the following current activities:

- the implementation of the Affordable Care Act and its impact on prescription drugs.
- the Part D Coverage Gap Discount program, which includes discounts on brand-name and some generic drugs.
- the Medication Therapy Management Expanded Benefits Act of 2010.
- a hearing on wasteful pharmaceutical dispensing.
- the public workshop on Good Naming, Labeling, and Packaging Best Practices to Reduce Medication Errors.

Implementation of the Affordable Care Act has begun in earnest, including a number of activities related to prescription drugs. In addition to expanding health care coverage in 2014 to 32.5 million uninsured Americans (including 16 million new Medicaid beneficiaries), the ACA will immediately begin to close the Medicare Part D coverage gap by 2020, and people with Medicare who enter the donut hole in 2010 (and are not eligible for the low-income subsidy) will receive a one-time, tax-free \$250 rebate check from Medicare. According to the Center for Medicare and Medicaid Services (CMS), the first checks were mailed on June 10th. CMS also discussed the rebates on a June 23rd conference call, explaining that Part D plans will notify Medicare when the donut hole is reached and Medicare will send the checks shortly thereafter. More information about the rebate program is available at <http://bit.ly/9vVKPu> on the web.

CMS also held a day-long public workshop about the Part D Coverage Gap Discount Program for manufacturers and other interested parties on June 1. Beneficiaries who reach the donut hole next year and are not eligible for the low-income subsidy will receive a 50% discount on brand-name and some generic prescription drugs. This discount program, which will be effective January 1, 2011, represents the second step in closing the Medicare Part D coverage gap. More information about the discount program is available at

<http://bit.ly/9Y1axd> on the web.

Expanding coverage to the uninsured and lowering out-of-pocket spending in Part D will result in more people taking more medications. As a result, drug spending will increase and the government may seek to change the way they pay for drugs. If the government focuses solely on cost, they may seek to implement price controls. A better approach would be to include drugs in pay-for-performance, value-based formulary design, or other payment approaches that recognize the value of medicine, improve quality, and reduce overall health care costs. Payors and manufacturers alike will benefit from quality-based payment; compliance prompting packaging will help improve the cost-effectiveness of prescription medicines.

Fortunately, a number of other activities on the Hill are focused on improving medication adherence and the appropriate use of prescription drugs. Pharmacy groups and other stakeholders are actively engaged to ensure the medication management grant program described in Section 3503 of the ACA is adequately funded and immediately implemented. Senator Hagan of North Carolina is also expected to introduce the Medication Therapy Management Expanded Benefits Act of 2010, a bill that would expand access to MTM services to people with Medicare having any chronic disease described in the existing MTM law (as opposed to 3 or more chronic diseases in the current law). The bill also seeks to target beneficiaries not explicitly described in the Part D rules, evaluate the performance of MTM providers (including pharmacies), and award financial incentives based on performance. The Senate Special Committee on Aging is also expected to hold a hearing the week of June 28 on wasteful pharmaceutical dispensing and its impact on drug spending, drug abuse, and pharmaceuticals in the environment.

Off the Hill, the FDA held a two-day public workshop on Good Naming, Labeling, and Packaging Best Practices to Reduce Medication Errors. This hearing – and why medication adherence may be considered a medication error – were discussed in last month's Unit Dose Alert. The Director of the Division of Medication Error Prevention and Analysis at the FDA Office of Surveillance and Epidemiology described how the agency reviews drug packaging design prior to approval, the variability in drug packaging study design and methodological quality, and the lack of best practices or industry guidance describing packaging design aspects and evaluation techniques from a medication errors perspective. Comments may be submitted to the FDA until July 23, 2010 at <http://bit.ly/9kbVoG> on the web. The agency is particularly interested in answers to the following questions:

What information does CDER need to consider to ensure that the manufacturers' packaging design is safe and reduces the risk for medication errors?

What are the challenges in designing manufacturers' packaging to reduce the risk of medication errors?

What are some strategies for addressing these challenges without compromising safety?

How can CDER ensure that the study design accurately captures and assesses potential medication error risks that should be considered in our evaluation of a proposed manufacturers' packaging design for a particular medication?

Are there other types of studies and analyses that provide useful information about the

Chairman's response to "Thinking Outside the Pillbox - Medication Adherence as a Priority for Health Care Reform."

### **Compliance Facts**

HCPC's Innovative Design winner of the 2009 Compliance Package of the Year, Vitality GlowCap, shared some recent compelling cost savings figures that should help drive adherence packaging, in any form. Click [here](#) to see an edited version of their presentation created by David Rose, Vitality CEO.

### **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!

medication error risks associated with the manufacturers' packaging design?

Medication adherence was also the subject of conversation off the Hill and outside the beltway this month. Two articles in the New York Times featured a physician's perspective on the importance of taking medicines as prescribed <http://nyti.ms/ajzWI3> and the potential utility of paying people to take their medicines <http://nyti.ms/cvIMvz>. The National Conference of State Legislatures also sent a Legisbrief newsletter <http://bit.ly/aBZaWD> to their members discussing medication adherence – an important aspect of state implementation of Medicaid health (medical) homes and other state policy efforts. Health policy bloggers and twitter users alike frequently discussed these articles as proof that 2010 will be the year for innovation in medication adherence. The National Consumers League will help drive the discussion by kicking off a consumer education campaign that will last at least 3 years. Public relations and social marketing heavyweight GMMB was recently chosen as the agency of record and will discuss their plan at a July 20 meeting in Washington, DC. More information about the NCL's work to promote adherence can be found at <http://bit.ly/c2toBp> on the web.

The activities on the Hill, outside the Beltway, inside statehouses, and on the pages of print and lay media are proof that medication adherence and better medication use are national priorities. In fact, four of the Institute of Medicine's Top 100 Priorities for Comparative Effectiveness Research include medication adherence. Government activity to improve health quality and lower health care costs will continue to increase the importance of medication adherence and drive the uptake of compliance-prompting packaging and other efforts to improve adherence.

**John Michael O'Brien, PharmD, MPH**, is a health policy professor and medication use expert in Washington, DC.

#### HCPC Sponsor



Now more than ever Amcor offers customers an unmatched range of packaging solutions that respond to the unique needs of the global pharmaceutical marketplace. Our continued commitment to the pharmaceutical industry is strong. With global product development, sales and marketing coupled with local support, we are ideally positioned to serve our customers. As [the new Amcor](#), we offer an expanded range of packaging solutions, new technologies, increased production capacity, a wider geographical presence and greater expertise.

#### Letter From HCPC Board

Hello UDA Readers! It's been a busy spring in the world, full of both natural and un-natural phenomenon. We had snow and ice slamming places in the southern United States that may not have seen such weather since the last Woolly Mammoth wandered by. Volcanic eruptions in Iceland bring flights to a standstill for days on end and cripple the airline industry. An earthquake rocks Haiti and brings the country to its knees. All these natural occurrences followed by the big man-made disaster in the Gulf. Dramatic reminders of how little control we really have over our world and situations we think we understand.

Wouldn't it be nice to have the vision to not only predict these events but the tools to actually avoid them or at least lessen their impact? That would be an amazing feat.

To have ability to see the storm, take the necessary precautions, and save some lives. Not to sound like a broken record but, there is one rather large man-made disaster which we actually do have the tools to alleviate. Any guesses? Pharmaceutical non-compliance. A problem that is bigger and more costly in terms of dollars and impact on human lives than all of the disasters outlined above COMBINED. And it is not a singular event, it happens everyday and every year.

Now the fact that the misuse of “life saving” medications is responsible for these injuries, deaths and vast waste of healthcare dollars kind of puts this man-made disaster in a different category. Imagine if you will that air bags, car brakes, seat belts, helmets and other devices intended to help people were in fact causing more than 70,000 deaths per year and causing \$300 billion dollars in extra costs. I think it might just make the evening news and get the attention of Congress.

Think about it. We have the ability to avert this disaster that injures and kills people on a daily basis and it doesn't require an act of God or a miracle. It only needs a conscious act of man.

Sadly, there are many great tools in existence that can help alleviate this problem but they are used sporadically and most often in isolated pockets without coordination. What does this mean? Well, we can create better packaging with compliance prompting features but, without a pharmacist or caregiver monitoring how the package is being used success may be limited. We can put into place programs for consulting patients on the importance of compliance with their regimen but, without external reminders (or packaging that can provide them) there will be limited success and diminished returns over time.

Improved compliance with pharmaceutical regimens isn't an isolated event. It doesn't happen on Tuesday when someone picks up their prescription and gets two minutes of encouragement from their pharmacist to do a better job. It requires a dramatic change in how we deliver medications and monitor their proper administration and respond to changes they bring about. It is a paradigm shift. The old methods have not worked as demonstrated repeatedly in numerous studies and publications. Change isn't just desired, it is required in order to stop this tremendous waste of resources both human and monetary. We as an industry need to reach out to healthcare providers and caregivers to ensure that the products we've worked so hard to produce safely and effectively are then used by patients safely and effectively.

#### **HCPC Board Chair**

**Walt Berghahn,**

AmerisourceBergen Packaging Group

#### **HCPC Europe to Link up More Closely with HCPC US**

Following an invitation by Sandra Luciano and Walter Berghahn, I had the pleasure to take part in HCPC's annual symposium, which took part in Valley Forge on May 5, 2010, and to make a presentation on the European HCPC, our mission, successes, and milestones of last year. While in the past both organizations followed their own goals very independently, considering the different background of pharmaceutical packaging on both sides of the Atlantic, this invitation was the result of a review of our strategies and the starting point of a closer cooperation.

From Tassilo Korab MSc, Executive Director HCPC Europe. [Read More](#)

## HCPC Member Packaging Technology Development

HCPC Member Packaging Technology Development - a new UDA feature that will highlight the technological development of HCPC members. To submit a member article for consideration, please contact the HCPC.

### Featured member: MWV Healthcare

Med-Easy® is MWV Healthcare's latest innovation in a line of pharmaceutical packaging products developed to improve the consumer experience and maximize supply chain efficiencies.

Med-Easy® is convenient, discrete, and easy to use. The design of the package was based on in-depth interviews with consumers in major European cities in early 2009. "Our research showed that consumers often take medication when they are on the go. It's common for them to put a couple pills in a pocket or purse for the day," said Dr. David Spackman, director, MWV Healthcare. "At the same time, consumers don't want it to be obvious to others when they take medication in public, so we developed a packaging solution that is easy to open, discrete, and small enough to carry around, without having to leave the medication information and dosing instructions behind." [Read More](#)

## Member News

### Uhlmann Offers the Blister Express Center 300: Integrated System Features Largest Format Area and Quickest Format Changeovers in its Category

Uhlmann, the worldwide leader in blister packaging technology, offers the compact Blister Express Center 300, an integrated system for quick and frequent format changeovers. Comprising a blister and a cartoner module, the Blister Express Center 300 offers an outstanding price-performance ratio in addition to the reliability and quality that comes with the Uhlmann name. [Read More](#)

### Stora Enso Provides its Memori Card for Meridian Health's Electronic Health Journal

Stora Enso has signed an agreement to provide its Memori product for an electronic Health Journal for outpatient pain monitoring to Meridian Health, a leading not-for-profit health care organization in New Jersey, United States. The Health Journal helps understand a patient's response to pain medications and treatments in outpatient environments such as oncology practices and pain management clinics. The solution builds on Stora Enso's advanced intelligent packaging technology based on paperboard, including embedded microchip and conductive printing. [Read More](#)

## HCPC congratulates Compliance Package of the Year Winner!



Pfizer receives the top award in HCPC's Compliance Package of the Year Competition. Shown from left to right: Walt Berghahn, VP Technology, AmerisourceBergen Packaging Group and HCPC Board Chairperson; Ed Malatesta, Senior Account Executive, Anderson Packaging; Tina Schiavino, Manager of Global External Supply, Pfizer; Debra Copeletti, Project Manager - Package Design & Development, Pfizer; and Josh Woods, Senior Project Manager, Anderson Packaging. For more information on entering your compliance package into this annual competition, see [Official Rules](#).

## Member News

### **Catalent Pharma Solutions Appoints New Packaging Services Segment President**

Catalent Pharma Solutions Inc. recently announced the appointment of Barry D. Russell as Group President, Commercial Packaging, effective May 1, 2010. Mr. Russell will have full responsibility for Catalent's Packaging Services segment, including leading more than 2,200 employees at nine pharmaceutical packaging and printing facilities in both North America and Europe. Mr. Russell will report to John Chiminski, President and CEO of Catalent, and will be based in Catalent's flagship Philadelphia packaging facility. [Read More](#)

### **Perfecseal Introduces PerfecForm® C1200 Aluminum-based Blister Forming Web**

Perfecseal, a Bemis Company, and global supplier to the pharmaceutical, medical device, and diagnostic packaging markets, is excited to introduce PerfecForm® C1200 aluminum-based blister forming web, ideal for moisture-sensitive unit-dose products. PerfecForm® C1200 has been evaluated on blister forming lines in North and South America with outstanding formability using deep draw tooling. [Read More](#)

### **Perfecseal Expands Range of Pharmaceutical Packaging for the Transdermal Market**

Perfecseal, a Bemis Company, and global pharmaceutical, medical device, and diagnostic packaging manufacturer, recognizes transdermal patches as a growing drug delivery method and responds to the pharmaceutical industry by expanding its range of packaging specifications for the transdermal market. Today, Perfecseal introduces a unique polyester sealant technology that provides very similar product efficacy maintenance performance to Barex®-based sealants while offering much better sealing performance on packaging equipment. This Perfecseal 600 Series product, PerfecPharm™ P619, offers significant unit cost reduction. [Read More](#)

Got News? Send it to us!  
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