



Catalent Pharma Solutions
14 Schoolhouse Road
Somerset NJ 08873 USA

T (732) 537 6200
F (732) 537 6480
www.catalent.com

Press release

Contact:

Patricia McGee
(732) 537-6407
Patricia.mcgee@catalent.com

For immediate release

New Catalent/SDI Study Shows Adherence Packaging Solutions Drive Substantial Gains in Patient Persistency

SOMERSET, NJ, April XX, 2011 — Catalent Pharma Solutions, a leading provider of drug delivery technologies and packaging solutions, announced today the results of an independent study in which unit-dose patient adherence packaging was associated with a 17-point increase in patient persistency to a drug over 12 months, as compared to conventional 30-count bottle packaging.

The study utilized patient data from SDI, a leading provider of anonymous patient-based prescription data. SDI's prescription coverage represents claims data from over 50% of the retail pharmacies in the United States. The claims from these pharmacies account for one half of dispensed claims across all pay types, including Cash, Commercial 3rd party, Medicare Part D, and Medicaid.

The adherence study looked at patient persistency rates over a 12-month period by analyzing a cohort of ~200,000 qualified patients who filled their prescriptions in either a traditional bottle or a patient adherence package. Persistency rates were defined as the percentage of patients who remained compliant or restarted therapy over the 12-month tracking cycle.

"We believe that every element of dose form and package design can be selected to improve patient treatments. Previous studies have identified packaging as one of many means to increase patient adherence, but none have focused on the impact of packaging alone," stated Cornell Stamon, Vice President of Strategy and Corporate Development at Catalent Pharma Solutions. "For the first time, we have quantified the real-world patient adherence benefit that advanced drug packaging can provide."



Unlike the conventional 30-count bottle, which is commonly used throughout North America, adherence packaging is designed with a focus on unit dosing, reminder prompting, printed instructions, time-dating and other features that enable delivery of the right dose at the right time. Adherence packaging safety is enhanced through child-resistance features, and adult-friendly attributes make the package easier for patients to open.

"At Catalent, we do not believe in the concept of 'one size fits all' for patient adherence packaging solutions," Mr. Stamoran commented. "To truly improve patient adherence, the package must incorporate multiple adherence drivers that are customized to the needs of the specific therapeutic area."

Through Catalent's proprietary child resistant and senior-friendly packaging formats, the company can provide a tailored solution to enhance each patient's experience. The new study results suggest that appropriately tailored packaging can provide customers with cost-effective solutions that positively impact patient adherence and treatment outcomes.

To learn more about the study and ways to improve patient adherence through packaging, please contact Bill Hartzel, Product Manager, Adherence Packaging at 215-613-3243 or visit www.catalent.com.

About Catalent

From drug and biologic development services to delivery technologies to supply solutions, Catalent Pharma Solutions has the deepest expertise, the broadest offerings and the most unique technologies in the industry. With over 75 years of experience, Catalent helps customers get more molecules to market faster, enhance product performance, and provide superior, reliable manufacturing and packaging solutions. Catalent employs approximately 8,000 people at 24 facilities worldwide and in fiscal year 2010 generated more than \$1.7 billion in annual revenue. Catalent is headquartered in Somerset, NJ. For more information, visit www.catalent.com.

more products. better treatments. reliably supplied.™