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Healthcare Compliance Packaging Council (HCPC) Announces Revamped Website, New Logo, and Other Changes

The Healthcare Compliance Packaging Council, a not-for-profit trade association that promotes the benefits of compliance-prompting pharmaceutical packaging, has revised its website and developed a new look.

“For 20 years the HCPC has pursued broader adoption of compliance-prompting packaging to improve patient outcomes and lower healthcare costs. This is still our main goal,” stated Walt Berghahn, HCPC board chair and vice president of Packaging Technology for AmerisourceBergen Packaging Group. “What has changed, though, is the presentation of this message and our means of conveying the HCPC mission.”

To reach the broadest possible audience and expand its message, the HCPC website, www.hcpconline.org, has been modernized. The new website features updated graphics, expanded navigation to the Council’s information, active links to member websites, previous editions of UnitDoseAlert, and the new electronic version of UnitDoseAlert. Converting the Council’s long-standing publication, UnitDoseAlert, to a digital format has allowed the recipient list to double, expanding the council’s reach. In addition, the HCPC logo has been revised to focus on two cornerstones of compliance, the right dose and the right time. Expanded outreach efforts to other stakeholder groups are also underway.

Since the group’s inception in 1990, the HCPC has upheld that compliance-prompting packaging can increase the safety of pharmaceutical consumption by facilitating adherence to a prescribed regimen. This position is supported by numerous studies. “Compliance-prompting packaging has been proven to be a powerful tool for improving patient adherence, and the HCPC has a long and proud history of working with consumer and patient advocacy



groups, government officials, and other key stakeholders to promote better packaging as a means of improving patient outcomes and reducing healthcare costs," Mr. Berghahn noted. "The changes the Council has made are in response to an evolving marketplace and by revising the way we communicate our mission we hope to build on our previous efforts," finished Mr. Berghahn.

Through this new communications approach the HCPC seeks to create broader adoption of compliance-prompting packaging, in all forms. The organization's upcoming 18th Annual National Symposium on Patient Compliance, May 5, 2010 at the Crowne Plaza Valley Forge in Pennsylvania features a full day program culminating with a presentation on Medical Homes, the latest development for providing comprehensive, well-managed care for patients and creating incentive for the healthcare community to improve outcomes.

For more information on the HCPC, including membership and the 18th Annual National Symposium on Patient Compliance, please visit their new website www.hcpconline.org or call **804-338-5778**.

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