



## Pfizer Manufacturing Deutschland GmbH is awarded the HCPC Alliance Columbus trophy for compliance enhancing packaging design 2011



Robert Winter, Pfizer and  
Tassilo Korab, HCPC-Europe



The trophy 2011



Champix

At Fleming Europe's Pharma packaging & labelling compliance conference 2011, which took place in Barcelona on March 23<sup>rd</sup> and 24<sup>th</sup>, the HCPC Alliance<sup>1)</sup> presented for the first time the Columbus Award for compliance enhancing packaging design. Innovative packaging solutions with elements to help patients to take their medications as prescribed were presented and the Columbus Award was given to the solution that, according to the jury, offered the most comprehensive support.

Out of a large number of entries the jury short-listed the following three outstanding packaging solutions for the award:



**Toviaz (IntuiDose)** from Anderson Packaging Inc/AmerisourceBergen Packaging Group's (on behalf of Pfizer Pharmaceuticals)  
The Wallet design provides a comprehensive approach to initializing overactive bladder therapy utilizing a compliance prompting package design integrated with extensive tools for patient education, tips and tools for a detailed treatment plan, and tools to facilitate patient-doctor interaction for managing symptoms.

### **Coartem**<sup>®</sup> dispersible tablets from Novartis

Especially designed to promote and help compliance in malaria treatment. Packaging enhances the dialogue between healthcare provider and patient. Pictorial and colour coded packs explain not only how but also why to be compliant with the 3-day course of therapy; Decreasing parasite count following each dose. Thanks to a unique public-private agreement with WHO Novartis makes Coartem available at cost.

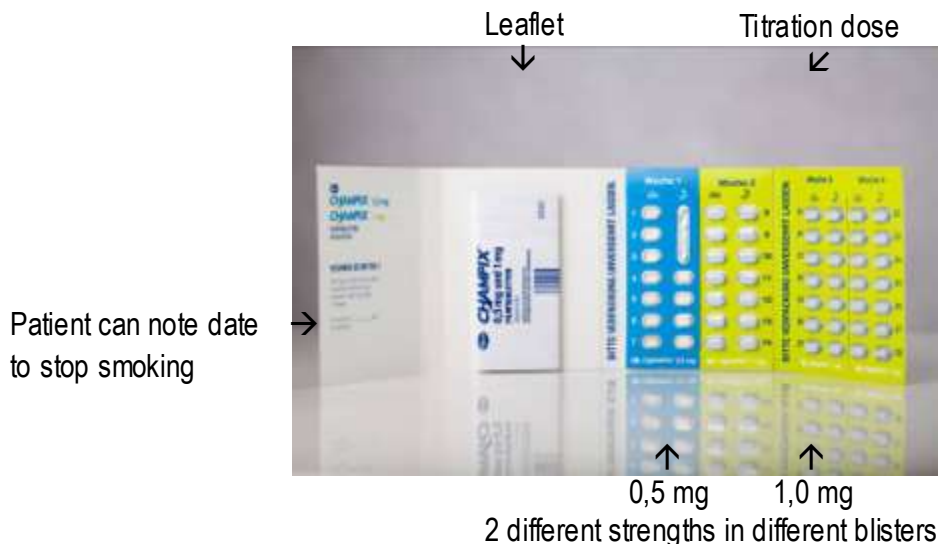




**Champix / Chantix**, global wallet portfolio from Pfizer Manufacturing Deutschland GmbH

The Champix/Chantix wallet packaging portfolio is an answer to the question how to enhance compliance for products marketed on a global scale by customized packaging solutions. It provides a multi-dimensional solution for the essential product medication scheme, regional packaging requirements but also important prescription and reimbursement regulations.

Compliance delivered through an innovative packaging platform is a critical success factor due to the treatment regime: • Patients needs to set a date to stop smoking • Begin of treatment one week before that date • Titration dose (day 1-3 0,5 mg once a day, day 4-7 0,5 mg twice a day, continuing weeks 1 mg twice daily for a total of 12 weeks).



The different presentations for the US, Japanese and rest-of-world markets were specifically designed to meet specific packaging requirements (e.g. US child resistance requirements).

The jury, HCPC-Alliance, consisting of the HCPC-Europe's and HCPC of America's board members, made their decision based on a "Pugh Matrix" evaluation, following the assessment of criteria such as basic design (use of colours, icons, reminder aids and readability); ease of use (accessibility, portable, reclosability and robustness); intuitiveness of use; leaflet presentation; affordability and environmental impact etc.

The trophy, incorporating Columbus' Egg<sup>2)</sup>, a symbol for an innovative solution for what might appear to be a complex unsolvable problem, went to **Pfizer's Champix/Chantix global wallet portfolio**.

**For further information please contact:**

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1) A global initiative – HCPC-Europe and HCPC of Americas are two independent organizations, both with the goal to achieve demonstrable improvement in patient compliance through the implementation of packaging-related initiatives; both believe that the packaging of medicines can in itself play a significant part in patient compliance. Over the years a relationship with a vivid exchange of ideas and information as well as discussions has developed between the European and American organizations. To be able to act together globally it was decided to use the name **HCPC Alliance**.

In a first joint project the HCPC Alliance was working together with Fleming Europe on this global pack award – the Columbus Award for Compliance Enhancing Packaging Design 2011.

2) **"Columbus' Egg"** is a turn of phrase that describes a stupefying simple solution for what might appear to be a complex unsolvable problem. Anecdotal - folklore suggests that when Christopher Columbus returned from his voyage of discovery of the Americas in the year 1493 he was having dinner with Cardinal Mendoza who commented that it had not really been such a big deal to discover the Americas - in fact anyone could have done it. In retaliation Christopher Columbus challenged all persons present to stand an egg on end. Everyone tried but failed. Christopher then took the egg - he tapped it gently on the table breaking it slightly and, with this, the egg stood on its end. Hence the "Egg of Columbus". Allegedly the other persons did protest that they too could have done this but Christopher simply responded that yes they could have done it but **he actually did it**.