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June 24, 2011

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Industry News

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F1 Compliance Package

HCPC Announces the Compliance Package of the Year Winners

HCPC's Compliance Package of the Year competition has been an annual event since 1995 and consists of two categories: one for trade packages promoting patient adherence released in the past year and the other for innovative designs not yet used commercially. The results, announced at RxAdherence 2011, for 2010 are:

- 2010 Compliance Package of the Year: Novartis Pharmaceuticals Corporation's Diovan HCT® Shellpak®.
- Innovative Design: DelPouch® Starter Kit by Catalent Pharma Solutions.
- CPY First Runner Up: Somaxon® Pharmaceuticals' Silenor® Patient Starter Kit.
- CPY Second Runner Up: Three Rivers Pharmaceutical's Ribasphere® Ribapak for Ribavirin Tablets.



Receiving the 2010 Compliance Package of the Year Award for the Novartis Diovan HCT package are (from left to right) Phil DiGiacomo (Anderson Packaging, Inc.), Charlie Hayes (Novartis Pharmaceutical Inc.), Mike Wohlfahrt (Novartis Pharmaceutical Inc.), Ted Lithgow (MWV Healthcare), and Walter Berghahn (HCPC).

[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!



2010 Compliance Package of the Year: Novartis Pharmaceuticals

Corporation's Diovan HCT® Shellpak®

2010 Compliance Package of the Year: Novartis Pharmaceuticals Corporation's Diovan HCT® Shellpak®

Submitted by Anderson Packaging, Inc. on behalf of Novartis Pharmaceuticals, the Diovan HCT® Shellpak™ features 30 days of treatment in a calendarized unit dose blister format. To facilitate compliance with the medication regimen, tablets are laid out with color coded days and weeks, including reminders for refilling the prescription. The 30 day blister is contained in the 170mm Shellpak™ outer, a patented child resistant package design from MeadWestvaco. The rigid plastic design features a front and back label. The back label provides the designated area for the patient's prescription label as well as an adhered prescription insert. The front of the pack features an extended content booklet label, including a photograph of the pill. Multiple pages within the front label provide patients assistance with dosing instructions, guides to joining the BP Success Zone Program including both the website and toll-free number, and additional regulatory information.

The Diovan HCT® Shellpak™ is offered in four strength combinations. Each strength combination features a distinctive color (Brown, Blue, Purple, Red) and photograph of the unique tablet design for each strength to ensure correct dosing for the patient.



Recipients of the HCPC Compliance Package of the Year Award

Receiving the 2010 Compliance Package of the Year Award for the Novartis Diovan HCT package are (from left to right) Phil DiGiacomo (Anderson Packaging, Inc.), Charlie Hayes (Novartis Pharmaceutical Inc.), Mike Wohlfahrt (Novartis Pharmaceutical Inc.), Ted Lithgow (MWV Healthcare), and Walter Berghahn (HCPC)



Innovative Design: Catalent DelPouch® Starter Kit

The DelPouch® Starter Kit from Catalent is a unique packaging solution that drives patient adherence. Designed to enhance the patient's engagement and experience, the package provides a convenient, simplified dosing solution for topical products. This innovative solution incorporates multiple adherence drivers, such as the DelPouch® unit dose delivery system, dynamic connectivity of Catalent's Media Enhanced Packaging™ technology, and reminder prompting configurations. The DelPouch® Starter Kit is a tailored solution for improving the adherence of topical treatments.



First Runner Up: Somaxon Pharmaceuticals, the Silenor® Patient Starter Kit

Also submitted by Anderson Packaging, but on behalf of Somaxon Pharmaceuticals, Inc., the Silenor® Patient Starter Kit features a novel carton design that when opened resembles a bedroom complete with bed and nightstand. Contained within the design is a seven count unit dose carded blister, removable from the design to enable portability and convenience. To support patient compliance and adherence, the bed carton design contains a literature pocket, housing the medication guide, the Sleep-Saver™ Program prescription discount card, and a multi-panel color leaflet complete with instructions on taking Silenor®, description of side effects, guides to enrolling in the Sleep-Saver™ program including website and toll free number, as well as additional information on insomnia treatment.



Second Runner Up: Three Rivers Pharmaceutical Ribasphere® Ribapak for Ribavirin Tablets

The 2010 Compliance Package of the Year Second Runner Up package is Three Rivers Pharmaceutical's Ribasphere® Ribapak for Ribavirin Tablets.

Medical literature indicates that adherence to ribavirin therapy is correlated with improved sustained viral response and reduced risk of relapse in the treatment of adults with chronic Hepatitis C. Ribasphere® (ribavirin, USP) RibaPak® is the only form of ribavirin available in a daily, two-pill compliance package designed to enhance therapy adherence (see package insert for full prescribing information, including WARNINGS, ADVERSE REACTIONS, and DOSAGE AND ADMINISTRATION information). With Ribasphere® RibaPak®, you take only two ribavirin pills each day—one in the morning and one at night - instead of up to six, greatly reducing the number of ribavirin pills taken over 24 or 48 weeks of treatment. RibaPak® packaging is clearly marked for seven days of AM and PM dosing, and the completion of a compliance pack reminds the patient to administer their accompanying weekly interferon therapy. Through clearly marked packaging and a reduced pill burden, Ribasphere® RibaPak® is the only ribavirin pack designed and formulated to help the patient adhere to his or her treatment. The product was packaged in Three Rivers' Ribapak by Sharp Corporation.

Letter from the Board

It seems like we toasted in the New Year just yesterday, however half of 2011 is already behind us. The HCPC board remains very active developing and executing on opportunities to advance our message on adherence prompting packaging solutions.

At our recent RxAdherence 2011 conference of May 3rd, an event solely dedicated to medication compliance prompting packaging, we heard about the "Role of Technology to Improve Medication Adherence" by a physician and instructor from the Harvard Medical School. With over 100 in attendance, the event also featured presentations by leaders of the National Consumers League discussing their campaign on "Raising Awareness About Medication Adherence". The one-day program, held at the Hyatt Regency New Brunswick, NJ, was co-produced by HCPC and UBM Canon and received very positive comments from our attending members, as well as pharmaceutical packaging professionals.

These same packaging professionals played a large role in panel discussions about the importance of compliance prompting packaging within medication adherence programs. Each year at our symposium the HCPC awards a deserving candidate with the "Compliance Package of the Year Award". This year the HCPC presented the award to Novartis for their Diovan HCT package. Accepting were, Phil DiGiacomo of Anderson Packaging, Charlie Hayes and Mike Wohlfahrt of Novartis Pharmaceutical and Ted Lithgow of MWV Healthcare. Each played a

significant role in the development and production of this award winning, adherence prompting package.

In April, HCPC co-sponsored and exhibited at the 10th Annual Patient Adherence Conference produced by CBI, a subsidiary of Advanstar. This two-day conference in Philadelphia featured over 30 presenters and more than a dozen exhibitors all interested in the advancement of medication adherence. HCPC exhibitors made some important contacts among healthcare providers in attendance which should lead to opportunities to advance our message on the role of packaging in improving medication compliance.

I also want to take this opportunity to reach out to you and request your support of our new HCPC digital newsletter, called RxAdherence News. This online publication, produced by the Healthcare Compliance Packaging Council, currently reaches nearly 15,000 packaging professionals worldwide and informs them of the issues and trends related to compliance prompting packaging and patient adherence. We want to continue supplying this information but, it requires member support to reach our increased audience. Your support provides you a great tool by which to reach your customers and promote your product or service. In the coming weeks the board will formulate our goals, objectives and direction through the end of 2011 and on into 2012. This includes reviewing how to make RxAdherence News a communication that better serves our members' needs and our mission. As we prepare for the November 2011 "Full Membership" meeting, your recommendations and suggestions regarding programs and strategies are not only welcome but, greatly appreciated. Please contact us to discuss promotional opportunities in RxAdherence News and to provide your valued input for our future direction by contacting Vicki Welch, the HCPC Communications Director at:

vickiwelch@HCPCOnline.org

Best Personal Regards,



Bill Sharpless,

Board Chairman,

Healthcare Compliance Packaging Council

Letter from the HCPC Executive Director

In recent RxAdherence News issues we've provided a good deal of information concerning market activities that highlight medication adherence and give compliance packaging the opportunity to contribute to health care solutions in the fight to improve outcomes. Much of the information centered around ideas, trends or future plans of the increasing number of organizations developing patient adherence strategies. This increased focus on medication adherence is quite promising, but, to date, there has not been much concrete action. There are exceptions, though, and one came back into view recently.

The California Board of Pharmacy made some proactive changes to prescription labeling requirements in 2010. These became law in early 2011. We reported on these changes last year but, I do not think they got the recognition they deserved. They represent clear thinking about how packaging (in this case labeling) can influence adherence and the importance of proper messaging for the patient.

The first change found in Business and Professions Code 4076.5, outlined elements that the Board felt were necessary to make prescription labels "patient-centered." The very phrase "patient-centered" implies proper focus toward the oft ignored recipient of pharmaceuticals. This was followed by proposed regulation Section 1707.5 that specified how prescription drug information is to be placed on the prescription drug container label. The combination of the two raises the bar on prescription labeling and provides an example for other industry segments.

OK, how so ?

At first glance, Section 1707.5 looks pretty standard. The requirement covers items we would expect to see on any prescription label: Patient name, name of drug, strength, directions for use. Pretty normal stuff, but then it starts to add some detail not previously seen.

The requirement includes specifying condition or purpose for which the drug was prescribed, detailed instructions on time of day to take the drug (not simply how many times a day) as well as describing special conditions for taking doses. The regulation specifies the font size and type for these listed items and requires that they comprise at least 50% of the label space ensuring that critical items are not lost in the clutter of a complex label.

The CA BoP recognized that ambiguous wording like "take twice daily" can lead to all sorts of misinterpretations that could affect the performance of the drug even when a patient has followed the instructions listed. It also recognized that only listing the drug name and not specifying the condition being treated is a gross omission of critical information for the patient. "Why am I taking this?", "What is it for?" And finally, it recognized that critical information is only effective if it is seen by the patient which was not always the case with former cluttered label designs.

The following is an excerpt from the release that shows concepts considered in modifying the requirements.

When developing the requirements for these labels, the board considered the following factors:

- (1) Medical literacy research that points to increased understandability of labels.
- (2) Improved directions for use.
- (3) Improved font types and sizes.
- (4) Placement of information that is patient-centered.
- (5) The needs of patients with limited English proficiency.
- (6) The needs of senior citizens.
- (7) Technology requirements necessary to implement the standards.

Some of these items seem obvious but if not spelled out in regulation they can be (and were) overlooked. These regulations apply to retail prescriptions only, not those administered by professionals in a controlled environment. The regulation also exempts medications for patients under constant professional care at home. (Although I would imagine the extra instructions might be equally helpful to a caregiver.)

I applaud this effort by a state agency to add safety to the distribution of pharmaceuticals within their control, but it concerns me that their action was required at all. Shouldn't this type of information have already existed? Shouldn't the primary container have included these items?

Some will say it is covered in patient inserts, but what percentage of people actually read them?

As we all know, the primary package from the manufacturer is most often not intended for the consumer, but shouldn't the manufacturer have the right, if not the responsibility, to provide these details for administration of their product? Our country has developed silos in pharmaceuticals where the manufacturer loses sight and control of the products they've manufactured at the most critical time, when it reaches the patient. Closer coordination between manufacturer and pharmacy would have provided the details outlined above long in the past had the relationship existed. Not an easy change to make since the states have power over pharmacy and the FDA over the manufacture of drugs, but it would benefit all involved, especially the patient.

HCPC Executive Director

Walt Berghahn

NCL Launches National Medication Adherence Campaign

NCL Launches National Medication Adherence Campaign

In the last issue of RxAdherence News, we announced our support of a new public awareness campaign to promote medication adherence by the National Consumers League (NCL) and other committed partners. The goal of the campaign is to raise awareness among consumers and their family caregivers about the importance of taking medication as prescribed as a vital first step toward a longer, healthier life. NCL's Script Your Future campaign was launched this May. Script Your Future focuses on patients affected by three serious chronic conditions – diabetes, respiratory disease and cardiovascular disease. The campaign encourages patients and health care professionals to better communicate about medication, and offers tools and resources to help improve adherence. By focusing national attention on the issue of non-adherence, NCL's Script Your Future campaign helps us all take the first step towards a healthier future.

On May 3rd, RxAdherence 2011 attendees were updated on the NCL's efforts in launching this national campaign by Larry Bostian, Vice President, Development, National Consumers League. He shared with the attendees the campaign's communications components, including the doctor's office waiting room video, a pharmacy poster, a pharmacy wallet card, a mobile SMS reminder and an overview of the campaign's consumer engagement model.

National Launch

The Script Your Future campaign launched officially on Wednesday, May 11, at The George Washington University Hospital in Washington, D.C. U.S. Surgeon General Dr. Regina Benjamin joined the NCL for both the panel discussion and the Committed Partners' reception. A national radio interview on the CBS Radio Network featuring the Surgeon General kicked things off early on May 11, followed by a full slate of other radio and television interviews prior to the event at George Washington University Hospital. Other major coverage included mentions on The Wall Street Journal's Health blog, full stories on CNN's American Morning, CNN.com, the AP and Fox Radio News Networks, local Washington, D.C. stories with the ABC and FOX affiliates and a story on CBS National's Saturday Early Show (as well as CBSNews.com) on May 14. A companion audio news release featuring the Surgeon General was also provided to 200 radio

stations with airing that reached three million listeners. Finally, distribution of the press release contributed to additional coverage on hundreds of other news websites.

A video of the national launch event is available at www.ScriptYourFuture.org.

Target Market Activities

The campaign is coordinating national communications with targeted outreach efforts in six cities: Baltimore, Md.; Birmingham, Ala.; Cincinnati, Ohio; Providence, R.I.; Raleigh, N.C.; and Sacramento, Calif. Through a comprehensive earned media effort that included direct outreach to national print, broadcast, online and health trade media and local broadcast in the campaign's six regional city markets, news about the launch was featured across the nation.

[Regional Launch: Cincinnati, Ohio](#)

Cincinnati was the first target market to kick-off its local Script Your Future campaign, on May 18 at the University of Cincinnati Medical School. Speakers included Cincinnati Councilman Wendell Young; Dr. Daniel Acosta, Dean of the James L. Winkle College of Pharmacy at the University of Cincinnati; Colleen Lindholz, Pharmacy Director for the Cincinnati Division of The Kroger Co.; and Marston Alfred, a type 1 diabetes patient and eHealth diabetes management advocate. Attendees included local coalition members, plus faculty and students from the University of Cincinnati.

[Regional Launch: Providence, Rhode Island](#)

Lieutenant Governor Elizabeth Roberts joined a panel of five others to help launch the Providence campaign on May 23 at Brown University. The panel included Dr. Gus Manocchia, Vice President and Chief Medical Officer of Blue Cross Blue Shield of Rhode Island; Papatya Tankut, Vice President of Pharmacy Professional Services for CVS Caremark; Dr. Jeffrey Bratberg, President Elect of the Rhode Island Pharmacists Association and a professor at the University of Rhode Island College of Pharmacy; Russell Poisson, a third-year pharmacy student at the University of Rhode Island College of Pharmacy; and Bob Scott, a heart disease patient and advocate with Mended Hearts. In addition to press and interested stakeholders, many of the regional coalition members and student pharmacists packed the room and engaged in Q&A with the panelists.

[Regional Launch: Raleigh, North Carolina](#)

On June 7, Lieutenant Governor Walter Dalton joined Sally Greenberg from NCL to launch the Script Your Future campaign in Raleigh. The event was held at the North Hills Kerr Drug, and several members of the health care community also spoke including: Ralph Petri, Executive Vice President of Pharmacy & Logistics, Kerr Drug Inc; Mike James, pharmacist and owner, Person Street Pharmacy, Director of Government Relations, Mutual Wholesale Drug Co, Director of Government Relations, Association of Community Pharmacists; Julie Ann Gouveia-Pisano, past President and member of North Carolina Alliance for Health Communities, Medical Outcomes Director, Pfizer; Andy Bowman, Director of Continuing Education & Assistant Professor of Pharmacy Practice, Campbell University College of Pharmacy & Health Sciences; and Dr. Hayden Bosworth, Research Professor at Duke Medical Center, Associate Director, Center for Health Services Research in Primary Care, Durham Veterans Medical Center. A local patient also shared his story about managing multiple chronic conditions and the challenges even the most adherent patients might encounter when trying to take their "six o'clock pill".

[Regional Launch: Sacramento, California](#)

The Sacramento launch is scheduled for June 30 and will feature remarks from Sacramento County Public Health Officer Dr. Glennah Trochet.

The HCPC will continue to keep its membership updated on the Script Your Future campaign

and how you can become directly involved. For more information, please visit the campaign website at www.ScriptYourFuture.org

Member News

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

Catalent Pharma Solutions, a leading provider of drug-delivery technologies and packaging solutions, announced 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. [Read More](#)

Klöckner Pentaplast New Shrink-Label Film Production Capacity Starts up in Americas

The Klöckner Pentaplast Group announced that it has begun production utilizing its new global production capacity for transverse-direction oriented shrink label films, used primarily for full- or partial-body shrink-sleeve applications. Announced in March 2010 as part of kp's global capacity expansion plans for shrink-label film, the new capacity is located at the company's Rural Retreat, USA, manufacturing facility. Klöckner Pentaplast is the only PETG and PVC producer of shrink-label films with global manufacturing in the Americas, Asia, and Europe. [Read More](#)

Klöckner Pentaplast Acquires Waytek Corporation

The Klöckner Pentaplast Group announced that it has acquired Waytek Corporation (Franklin, Ohio), a coating and converting company specializing in coated overlay films for the card market. Klöckner Pentaplast has purchased the company, which includes its manufacturing equipment, proprietary technology, formulations, and trade names, for an undisclosed sum. [Read More](#)

Got News? Send it to us!
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