

PHARMPACK

europa

NOVEMBER 2002 • N° 5

VISION

Seeing The Need For Vision Systems

PROCESS

Safety Becomes Paramount For Parenteral Packaging

INTERVIEW

Amgen and Efficiency :
The Hunt Is On



COMPLIANCE

New Products, Special Needs

DRUG PACKAGING SUFFERS WHEN COMPARED WITH MASS MARKET PRODUCTS

On the initiative of the Pharmadesign Association, the design agency DALT and the market study company Egerie Research are studying the pediatric market, with the aim to articulate special guidelines for the design of child packaging.

PACKAGING SOLIDITY

The solidity of drug delivery systems is an issue when speaking about compliance. A nasal spray breaks and falls to the ground, a glass bottle of syrups which falls from the box - delivering medical product to a "resistant" child can be a critical test for the solidity of the drug delivery device. The increased mobility of children may also impact packaging. For some mothers, boxes should be more solid, even laminated.



INEQUALITY IN DRUG DELIVERY SYSTEMS' PERFORMANCES

On the whole, innovation in the area of pediatric drug delivery systems seems quite unequal. Patients do not have a choice of medical products, and thus no visibility on existing packaging solutions. If for oral solutions, the "spoon-tube" marks a breakthrough in terms of practicality, enabling precise dosage and easy and simple administration, it is only available with some antibiotics. Faced with this situation, patient-customers who are accustomed to competition and adaptation do not understand that medical packaging does not optimally support compliance.

THE LACK OF HYGIENIC INSTRUCTIONS

Concerning the issue of hygiene, there is a very clear discrepancy between what already exists for current consumption products and what is available for medical products - pipettes that are hard to clean, multi-usage administration actuators, all of which contribute to poor compliance. On the contrary, the design of current consumption products is very attractive in the field of daily hygiene requirements, incorporating, for instance, distributor systems, unit dose versions and disposable devices. Users take note of this discrepancy. The case of anti-dripping caps which equip every oil bottle at home, but no syrups bottle, is becoming common.



BUILDING A CHILD PARTNER SOLUTION

In terms of administration, some progress has been made in the adaptation of actuators for children's noses. The nasal actuator can be adapted with a ring that limits the actual penetration into the nose. In addition and within some limits, the trend is also to play on the idea of medical products as toys. Some eye-holders can be decorated with a sticker that can be chosen by the child. Bear cubs are even decorating certain boxes for children's medical products. The child can also be invited to participate and understand the outcome of his treatment thanks to calendar systems.