Pharmaceutical noncompliance, also known as medication nonadherence, is a tremendous problem in the United States. Estimated annual costs of patients not taking their medications as directed approaches $300 billion.\(^1\) It is also estimated that 125,000 Americans die annually (342 people every day) due to poor medication adherence and 10% - 25% of hospital and nursing home admissions are also caused by people's inability to take their medications as prescribed.\(^2\)

**Patient prompting packaging**, also known as compliance-prompting packaging, has a positive track record in improving patient adherence. Over two decades of research studies highlight the increase in patient adherence with calendarized, compliance-prompting packaging. *(The HCPC whitepaper, Improving Patient Adherence Through Packaging, summarizing these studies, is available at www.hcponline.org.)* Yet, U.S. pharmaceutical prescription packaging has been largely untouched for more than 55 years. Most patients still receive their critical care prescriptions in an amber vial that offers no support for medication adherence. The HCPC strongly believes that if more products were packaged in a calendarized, compliance-prompting format, the noncompliance problem would be greatly reduced.

The HCPC's Compliance Package of the Year competition has recognized the most innovative pharmaceutical packages designed to improve patient adherence since 1995. In 2015, the organization’s 25th anniversary, the HCPC launched a corresponding student competition to recognize innovative pharmaceutical packaging designs from undergraduate or graduate students of pharmaceutical and/or packaging schools that assists patients in taking their medication as prescribed.

To participate in the competition, the pharmaceutical package design must:

1) be in a compliance-prompting format with at least one patient adherence enhancing feature  
2) not require pharmaceutical to be “re-packaged” by patients  
3) be in a child-resistant format, if intended for home use, per Consumer Product Safety Commission (CPSC) guidelines  
4) practical to manufacture with industry available technology or readily adaptable technology  
5) be U.S Food and Drug Administration (FDA) and CPSC compliant
Schedule

The 2015 HCPC Compliance Package of the Year Student Competition will happen according the following schedule:

- Competition opens Tuesday, November 1, 2016. Students or team of students are asked to submit a concept outline prior to the actual development of the flexible packaging prototype/bench sample.

- Concept outlines will be due Wednesday, February 15, 2017. The concept outline will be evaluated and when approved, students may begin development of the package prototype, bench samples, or 3D renderings. Concept outline approvals will be received by Friday, February 24, if not sooner. If supplying prototypes, ten (10) prototypes will be required for judging. Three dimensional renderings can by supplied electronically. Students may work on the design in conjunction with their packaging and/or pharmaceutical schools. HCPC members may be available as mentors to students advancing to the flexible packaging prototype/bench sample development round.

- Final prototypes or 3D renderings are due to the HCPC on Friday, March 31, 2017.

- Student winners will be announced on Friday, April 14th.

- Students may be invited to attend a rewards ceremony on May 2nd at the Wyndham Hamilton Park Hotel & Conference Center, Florham Park, NJ in conjunction with HCPC’s RxAdherence2017 conference. Attendance is optional.*

*All costs related to winner’s travel to Florham Park, NJ will be the responsibility of the winners themselves, including airfares and accommodation. The HCPC will seek member sponsorship to cover student travel costs but cannot guarantee travel reimbursement.

** Students may be asked to provide an oral presentation of the package design.

Judging

Judges for the HCPC Compliance Package of the Year Competition will be distinguished pharmaceutical packaging professionals, pharmacists, healthcare packaging publication editors and healthcare professionals. Judging is based on:

- Easy to understand dosing regimen (The right dose at the right time) to keep patient(s) on their medication regimen
- Patient education component on disease/illness
- Innovative package design
- Unique packaging features
- Graphic Appeal
- User Friendliness
- Ease of Manufacturing using existing or readily adaptable industry technology
- Commercial viability
- Compliance with FDA and CPSC guidelines

Awards

- The highest scoring entry will be named as HCPC Compliance Package of the Year Student Winner and will receive award(s) at the RxAdherence conference.

- The next two highest scores will receive HCPC Compliance Package of the Year Certificates of Merit.

- The winning entry will receive a $1,000 scholarship and the second place winning entry will receive $500.*

* Students will be asked to verify their student status through a faculty liaison. For individuals winning over $600, they will be required to provide their social security number and current address so the HCPC can file a Form 1099 Misc in accordance with IRS rules.
Entry Fee

- There is no entry fee.

Official Rules

- The entrant(s), identified by name and e-mail address, is legally responsible for the veracity of the information and for the legal rights to submit the project to the HCPC Compliance Package of the Year Student Competition.

- All entry forms and documentation must be submitted in English.

- Applicants must be currently enrolled in either a school of packaging or pharmaceutical school for Fall 2016-Spring 2017.

- Entries of groups/teams will be accepted. However, a group leader has to be appointed as a point of contact.

- Entrants will have to state the name of the University/college they are enrolled.

- Entrants automatically grant the Organizers the right to reproduce their work in their printed and virtual-electronic publications, as well as their websites and all other media, for the promotion of this competition with no space or time limit.

- The HCPC will assume all entries are original and are the works and/or property of the entrant/s with all rights granted therein. The HCPC is not liable for any copyright/patent infringement on the part of entrant. Students should consider submitting a patent application to protect their intellectual property.

- For pharmaceutical packaging industry examples, the HCPC recommends that students visit the HCPC website, www.hcpconline.org and visit the Compliance Packaging Catalogue and previous HCPC Compliance Package of the Year winner announcement pages.

- All entries must
  - be in a compliance-prompting format with at least one patient adherence enhancing feature
  - not require pharmaceutical to be “re-packaged” by patients
  - be in a child-resistant format, if intended for home use, per CPSC guidelines
  - be easy to manufacture
  - be commercially viable
  - be accompanied by a 75 word description, including, package/product name, that describes how the entry fulfills the requirements listed above.

- By submitting any entry to the HCPC Compliance Package of the Year Competition, the Entrant automatically agrees to these eligibility and competition rules.

If you have any questions or require further assistance, please call the HCPC Communications Director at 804-338-5778 or email the Council at victoriawelch@hcpconline.org

We look forward to receiving your entry and wish you the best of luck in The HCPC Compliance Package of the Year Student Competition.

1 http://www.thecollaborativeforum.com/91/thevaluequadrantofhealthcaredesign/
2 Journal of Managed Care Pharmacy, Supplement, July 2008, Vol. 14, No. 6-b, Continuing Education Activity