IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Smart Packaging and Electronic Patient Information

20 May 27
+ 2 November 27

This course will provide an overview of the current technologies, the patient and societal benefits and some building blocks for the establishment and delivery of e-PIL and SMART strategic initiatives.

Format:
Live online

CPD:
6 hours for your records

Certificate of completion

Course overview

Increased use of SMART technologies has become ever more prevalent in the delivery of healthcare solutions as well as in the electronic delivery of Patient Information (e-PIL) and leaflets (e-leaflets). These technologies have grown in importance providing patients and medical staff with product data, reminders, healthcare delivery and diagnostic tools.

Regulatory authorities now permit and indeed encourage the delivery by electronic mechanisms and connectivity with patients and sometimes healthcare providers, others will undoubtably follow suit. Organisations that prepare early will be able to actively leverage the benefits sooner; improvements in patient outcomes, product delivery efficiencies and eco/cost improvements. Indeed, these businesses will be seen as 'early adopters' and innovators that others will seek to follow.

This course will provide the attendees with an overview of the current technologies, the patient and societal benefits and some building blocks for the establishment and delivery of e-PIL and SMART strategic initiatives, providing insight as to where organisations may be most significantly impacted.

Benefits of attending

- **Explore** SMART technologies – the current state of the art
- **Discuss** connectivity – issues and opportunities
- **Understand** what an e-PIL or e-leaflet could be....the art of the possible!
- **Learn** what an e-Pil programme involves
- **Gain** an understanding of programme establishment – where organisational changes may be required
- **Realise** the key elements of the human interface and the business benefits

Who should attend?

- Artwork management
- Regulatory management
- Global product marketing
- Asset management
- IT programme managers
- Supply chain and operational leaders
- Any individuals interested in the SMART, e-PIL or e-leaflet opportunities in or around the Pharma industry e.g. other regulated industries such as agrochemicals etc.

Programme

Background

- Smart packaging
- ePILs latest developments
- Context
- Definitions

Smart technology

- Current trends and solutions on the market
- Benefits of SMART packaging
- Driving change in the industry

Market innovation

- What can smart packaging bring to your business
- Brand awareness
- Increased patient engagement / adherence
- Sales growth
- USP
- Insightful behavioural patient data

Changing market dynamics

- User cases
- AI
- Regulatory bodies

Omnichannel communication

- What does it mean
- Why is it important
- ePILSs live updates
- Labels / multi-lingual booklet labels
- Trace and track / security tags

Supply chain management

- Pitfalls
- Barrier to change
- Gap analysis
- Sustainability targets
- Regulatory positioning (global)

Strategic approach

- Forward planning
- The future of digitalisation, ePILs
- Are you ready?
- Next actions

Starting conversations

Please note that this course will includes time for ongoing discussion and is designed to foster conversation around the latest innovations in the market. Alongside technical content, participants will engage in open discussions on key topics.

Presenter



Graham Howieson

Graham Howieson is a pharmaceutical business development consultant, inventor and entrepreneur. He is a highly experienced and competent leader, with an International pedigree covering UK, EU, USA and Asia. An industry pioneer with a forward thinking approach to design and the delivery of new innovative drug delivery and smart packaging solutions for over twenty five years. He has worked extensively and exclusively within the pharmaceutical space, with leading global enterprises such as: Glaxo Smith Kline, Astra Zeneca, Johnson and Johnson and Sanofi – building value by solving technical, engineering, regulatory, compliance and brand communication related issues. He has worked to fulfil a client brief, in terms of the budget, timeline and return on investment for commercial use.

Alongside this, he has acquired a range of specialist skills which encompass the development of new, emerging technologies to improve the delivery of clinical trials. Areas of interest include: intellectual property, digital engagement, bespoke software, SaaS, automation, AI, machine learning, remote compliance monitoring, patient engagement/retention, omni-channel communication, wearables, video enablement tools, VR, hybrid and virtual (supply chain) modelling. The primary objective with all technological advances is to achieve process improvement and increased speed of delivery, aligned with a multi-sensory patient experience.

Course dates

20 May 27	**Live online** 09:30-17:00 **UK (London)** (UTC+01) *Course code 17207*	GBP **649** ~~749~~ EUR **909** ~~1,049~~ USD **1,043** ~~1,199~~ **Until 25 Mar**
2 November 27	**Live online** 09:30-17:00 **UK (London)** (UTC+00) *Course code 17662*	GBP **649** ~~749~~ EUR **909** ~~1,049~~ USD **1,043** ~~1,199~~ **Until 07 Sep**

How to book

Online:
ipi.academy/2575

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews

★★★★★

Content was informative and thought provoking. A great introduction into the potential management of smart packaging projects and programs and the ways in which this could positively impact business and patients.

Pamela Nagel-Kotze
Senior Regulatory Associate
Rosemont Pharmaceuticals LTD
Mar 14 2024

★★★★☆

[Speaker was] very friendly, very knowledgeable.

Karen Ellis
Artwork Implementation Specialist
Theramex Pharmaceuticals
Nov 4 2024

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



ALEKSANDRA BEER
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com



YESIM NURKO
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com



Harry ALTAMONT
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com

IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

10-12 Rivington Street
London EC2A 3DU

ipi.academy
Tel: +44 (0)20 7749 4749
Email: info@ipiacademy.com