

Title: Creating Tomorrow's Packaging Today: Technology and Collaboration-Based Approaches to Optimize Pharmaceutical Package Design

Session Description: This session will examine existing and emerging challenges in pharmaceutical package design including product stability, branding, cost, regulatory and patient compliance. Examples of new approaches backed by science-based predictive technologies to overcome these challenges much more rapidly and inexpensively than traditional trial and error will be presented.

Session Abstract: Bringing a new pharmaceutical product to market involves answering many questions about packaging, including branding, design, cost, regulatory concerns and patient compliance. Equally important is ensuring packaging materials, design and production are optimized for the particular needs of the product, including the equipment, transportation, climate and patients with which it will interact. Product stability and integrity must be preserved - and packaging is its first and last line of defense. Traditional methods of determining package suitability often involve costly trial and error and lengthy stability tests. New advances in materials sciences and predictive modeling are causing a paradigm shift in how packaging is designed and used by manufacturers and consumers. Examples demonstrate how technology, suppliers, pharma companies and end users all contribute to a collaborative process that can quickly generate innovative and optimized package designs that better address operational and patient needs.