

Patient-Centric Innovations In Packaging

DELIVERS BRAND DIFFERENTIATION AND INCREASED SALES

Drug packaging is quickly becoming one of the most important considerations in the growth and success of any drug product. Learn more about innovative, patient-centric packaging and the power it has to drive brand differentiation and patient loyalty.

What do patients as consumers want?

PATIENTS SEE THEMSELVES AS ACTIVE CONSUMERS, NOT PASSIVE PATIENTS

There is a direct correlation between packaging usage experience and overall engagement with a product

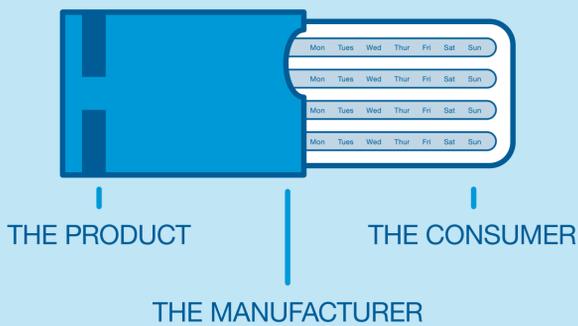


MOST IMPORTANT FEATURES OF DRUG PACKAGING, ACCORDING TO PATIENTS (IN ORDER OF IMPORTANCE)

- 1 Keeps product safe
- 2 Prevents spilling, leaking, or breaking
- 3 Keeps product fresh/effective
- 4 Easy to reclose or reseal
- 5 (tie) Easy to get right amount out and Designed to keep user and family safe¹

What is innovative packaging?

Innovative packaging goes beyond regulatory to serve the needs of



New needs can be a catalyst for creativity in designing innovative, patient-centric packaging

Manufacturers need a packaging partner that is responsive to their needs and anticipates market changes, including

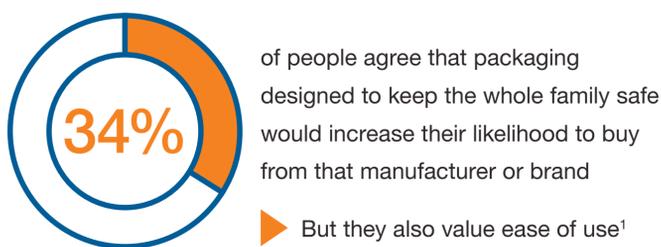
- NEW DRUGS
- ADVANCES IN TECHNOLOGY
- NEW LEGISLATION

Going above and beyond

CHILD-RESISTANT PACKAGING

>60,000 CHILDREN

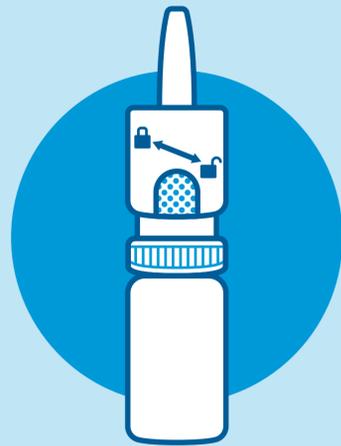
are admitted to emergency rooms in the US every year after ingesting unsecured medication



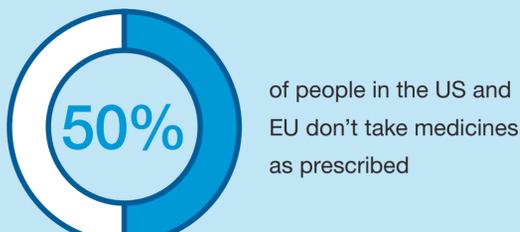
PACKAGING THAT IS BOTH CHILD-RESISTANT AND USER-FRIENDLY CAN IMPROVE PATIENT SATISFACTION AND BOOST SALES

THE HIMARK® CR NASAL PUMP IS AN INNOVATIVE, PATIENT-CENTRIC SOLUTION

- ▶ QUALITATIVE AND QUANTITATIVE PATIENT RESEARCH BUILT INTO EVERY STEP OF DESIGN
- ▶ EXTREME PRECISION AND FORCE NOT REQUIRED TO OPEN, MAKING IT TRULY SENIOR FRIENDLY
- ▶ CR FEATURE INTEGRATED INTO PUMP KEEPS CHILDREN SAFE EVEN IF CAP IS LEFT OFF OR LOST



ADHERENCE PACKAGING



- ! Poor adherence can lead to worsening of disease, serious and avoidable health risks, increased hospitalizations, and even death
- 🔄 Medication packaging can give people the tools they need to change their adherence behavior
- 📱 Optilock® technology transforms adherence packaging by enabling a significantly smaller CR package

Drug packaging matters, and not all suppliers are the same. WestRock Healthcare works closely with customers to review brand challenges, map the patient experience, and provide the resources and expertise needed to develop packaging solutions that enable brand differentiation and patient loyalty.

¹"Patient-centric innovation in packaging moves beyond regulatory requirements to deliver brand differential and increased sales." White Paper.

1 WestRock Packaging Matters™ Study, 2015.



WestRock Company was formed with the completion of the merger of MeadWestvaco and RockTenn on July 1, 2015.