

## Product Serialisation to Advance Pharmaceutical Authentication and Patient Safety

### *Sharp Packaging Solutions launches white paper on upcoming directive on Serialisation*

**14 July 2015:** Sharp Packaging Solutions, part of UDG Healthcare plc (LON: UDG), the leading international provider of healthcare services, has launched an informative white paper on the challenges around serialisation titled *“Product Serialisation to Advance Pharmaceutical Authentication and Patient Safety”*.

Counterfeiting and product diversion are major problems faced by the global pharmaceutical industry. In 2007, the World Health Organization estimated that drug counterfeiting accounted for 1% of sales in developed countries and over 10% in developing countries<sup>1</sup>. Five years on, 2011 estimates suggest counterfeit drugs account for up to 70% of the total market in developing countries, and that even in highly controlled supply chains, 1% of drugs are counterfeit – not taking into account those drugs diverted to street sales<sup>2</sup>.

New regulation such as “track and trace” serialisation will seek to eliminate the market for global counterfeit drugs. These regulations come into effect in the US in 2017 and in Europe from 2019. Analysts estimate that the impact of the new directives will increase the rate of outsourced pharma packaging from 15% to 17.5%<sup>3</sup>.

The aim of the regulation is to:

- Decrease the impact of counterfeit and diverted products
- Improve supply chain visibility and management
- Reduce inaccurate event reporting and strengthen pharmacovigilance efforts
- Increase patient safety and engagement

Sharp Packaging Solutions has been engaged in the serialisation of individual unit dose pharmaceutical products for over eight years, and as such has serialised over two billion units of pharmaceutical products from their US and EU packaging facilities. Sharp currently has 25 serialisation programmes with seven of those being international. There is currently a rapidly expanding roll out programme with 16 packaging lines set up so far with imminent plans to expand further.

The white paper on serialisation was launched at the recent Pharma Packaging Labelling Summit 2015 in Zurich.

**Speaking at the summit, Gaurav Banerjee, Director Technical Services - US & EU, Sharp Packaging Solutions, commented:** *“The pharmaceutical industry faces complex issues in ensuring patient safety. It must test and provide safety and efficacy profiles on its prescription drugs during clinical trials and*

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<sup>1</sup>World Health Organization. <http://www.who.int/mediacentre/news/releases/2007/pr07/en/> Accessed September 24, 2013

<sup>2</sup>Pitts P. Counterfeit drugs and China new <http://www.cmpi.org/inthe/news/testimony/counterfeit-drugs-and-china-new>

<sup>3</sup>[Jefferies UDG Healthcare company note, October 2014](#)

*throughout the product lifecycle, maintaining strict quality control procedures in manufacturing and the safety of the product throughout distribution.*

*“Although the pharmaceutical industry is being mandated to embrace serialisation, the programme will have a positive impact on patient safety and supply chain security. Companies need to prepare for the upcoming directives and bear in mind the scale and cost of the task ahead.”*

The Sharp Packaging Solutions serialisation white paper is available at: [www.sharpservices.com](http://www.sharpservices.com)

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#### **Notes to Editors**

#### **About Sharp Packaging Services**



#### **About UDG Healthcare plc:**

Listed on the London Stock Exchange, UDG Healthcare plc is a leading international provider of services to healthcare manufacturers and pharmacies, with operations in 20 countries including the US, UK, Ireland and Germany.

UDG Healthcare plc operates across three divisions: Ashfield Commercial & Medical Services, Sharp Packaging Services and Supply Chain Services.

Ashfield Commercial & Medical Services is a global leader in the provision of sales, marketing and healthcare communications services to pharmaceutical manufacturers with operations in major developed markets. It focuses on supporting healthcare professionals and patients at all stages of the product life cycle. The division provides sales teams, healthcare communications, telesales, nurse educators, medical information, pharmacovigilance, regulatory and event management services to healthcare companies in 19 countries.



**Sharp Packaging Services** is a leading international provider of pharmaceutical contract packaging and clinical trials materials services with facilities in the US, UK, the Netherlands and Belgium.

Supply Chain Services includes the United Drug Supply Chain Services and the Aquilant Specialist Healthcare Services businesses. The division provides logistics services to healthcare companies, pharmacies and hospitals in the UK and Ireland. United Drug Supply Chain Services is the largest pharmaceutical wholesaler and pre-wholesaler on the island of Ireland. Aquilant Specialist Healthcare Services is a leading provider of outsourced sales, marketing, distribution and engineering services to the medical and scientific sectors in Ireland and the UK.

For more information please go to: [www.udghealthcare.com](http://www.udghealthcare.com)