



## Best in class product packaging for Life Sciences

Innovative packaging concepts are perceived as a significant value contributor to improve patient adherence and safety.

### Why is it important?

- Pharma Supply Chains must achieve full alignment with the customer needs to create value and thus support profitable growth.
- Value creation requires delivery of brand growth and exceeding the expectations of customers in order to drive margin improvements.
- As the link between brand strategies and the customer, customer centric supply chains with innovative packaging solutions will be a key enabler of future value creation.
- Role of Packaging has evolved as an instrument to influence the target audience and protect the brand.
- Overall Pharma companies are late to recognise the benefits of “appealing packaging”.
- Life Sciences companies are adjusting their organisations, processes and technology to gain a competitive advantage through the usage of innovative packaging solutions.

### Contact

What are key packaging attributes?



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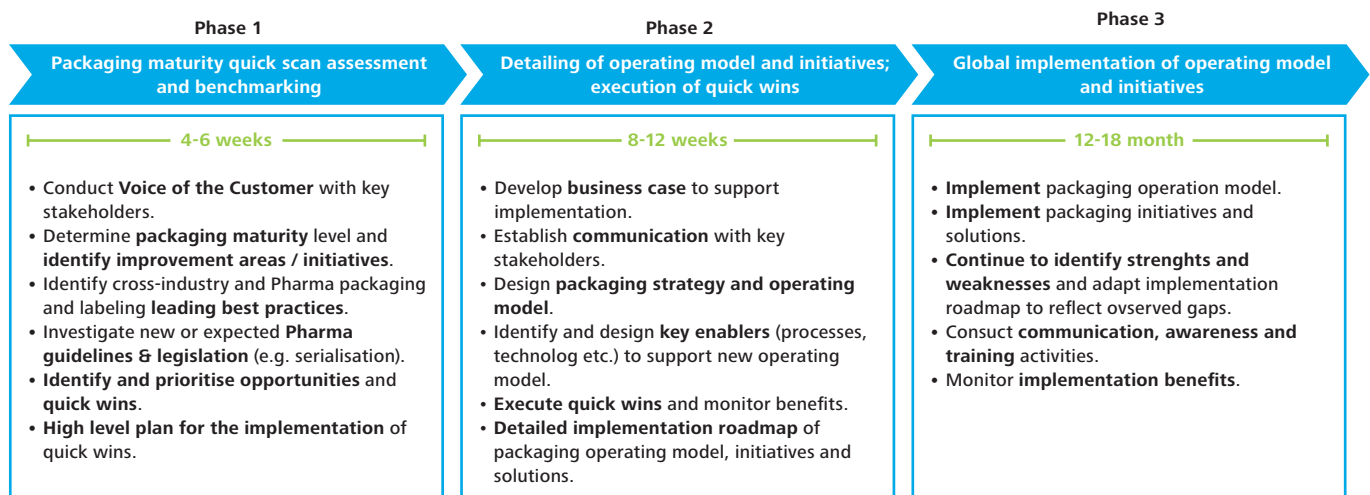


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| <p style="text-align: center;"><b>Safety</b></p> <ul style="list-style-type: none"> <li>• <b>Primary role of packaging to protect the product</b> from light, contamination and physical damage.</li> <li>• <b>Provide additional features like child resistance, compact and durable</b>, difficult to make and vital information is clearly displayed.</li> </ul> | <p style="text-align: center;"><b>Anti-counterfeiting</b></p> <ul style="list-style-type: none"> <li>• Intelligent packaging as a <b>strategy against counterfeiting</b>.</li> <li>• Introduction of <b>new technologies and mass serialisation</b> will drive anti counterfeit, brand protection and security.</li> </ul>   |
| <p style="text-align: center;"><b>Convenience</b></p> <ul style="list-style-type: none"> <li>• Smart packaging that <b>keeps the convenience of the key user in mind</b> whether it's provider and patient.</li> <li>• Enhanced access and usage through <b>innovative slider packs / packaging solutions</b>.</li> </ul>   | <p style="text-align: center;"><b>Driving Compliance</b></p> <ul style="list-style-type: none"> <li>• Smart packaging facilitates <b>patient and provider compliance</b>.</li> <li>• Packaging that drives correct and persistent usage, proper and complete treatment will <b>improve patient outcomes</b>.</li> </ul>  |
| <p style="text-align: center;"><b>Sustainability</b></p> <ul style="list-style-type: none"> <li>• Improved and efficient packaging that drives costs down while <b>keeping the environment impact low</b>.</li> <li>• Packaging systems that deliver <b>extended product lifecycles</b> through market “pull”.</li> </ul>   | <p style="text-align: center;"><b>Communication and Branding</b></p> <ul style="list-style-type: none"> <li>• <b>Innovative packaging</b> communicates and <b>reinforces the brand</b> and the Company ethos.</li> <li>• Intelligent packaging that <b>provides a clear message, attracts and interacts with the customer</b> whilst <b>enhancing the patient's experience</b>.</li> </ul> |

## What is Deloitte's approach?

In order to deliver the best in class packaging solutions to Pharma companies' customers, Deloitte is working with its Clients on assessing the packaging maturity to identify and subsequently implement improvements and new ideas in terms of innovative packaging solutions and operating model.



## What are the outcomes?

Our Clients are effectively driving innovative packaging initiatives adding value to the customers and contributing to their revenue growth, branding and cost reduction.

Key strategic elements for packaging

### Organisation and governance

- **Global function with strategic focus** and establishing a governance model linking to other functions – Marketing, Manufacturing, Commercial, R&D etc.
- Established **focal contact point for innovative packaging related initiatives** across the organisation.
- Supported by **KPI dashboard** and established reporting process and data inputs.
- **Regional presence** with dedicated high skilled project managers to link the global organisation to local markets.

### Process/cross functional alignment

- **Robust packaging change request process** and creating an organisation – focal point for managing packaging change across the functions.
- **Proactive and efficient** stakeholder management and communication.

### Technology enablers & training

- **Enable with technology** and databases for project portfolio management and better global artwork & packaging management, accessibility and transparency.

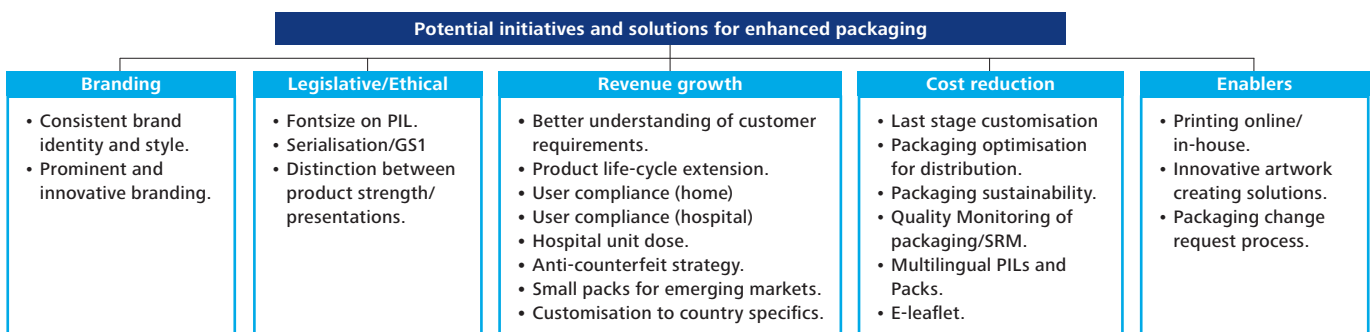
### Communication & knowledge sharing

- Established **knowledge and best practice sharing** platform and process.
- Established **regular communication channels** to key stakeholders.

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### Implementation of innovative packaging solutions

- **Development and driving the implementation** of innovative and value adding packaging solutions whilst strengthening company's branding.



## About Deloitte's Life Sciences & Healthcare practice

Deloitte's Life Sciences & Healthcare industry comprises of over 5000 professionals in over 50 member firms. Deloitte works with all of the top 10 largest medical equipment manufacturers, 8 out of the 10 largest biotechnology companies and all of the 15 largest pharmaceutical manufacturers.

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