



# Adherence & Clinicals

## Packaging Solutions

October 2024 - Zurich

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## Packaging Solutions

*Reviewing*

Digital Display Labelling  
in Clinical Supplies for Clinical Trials with **MSD**



October 2024 - Zurich



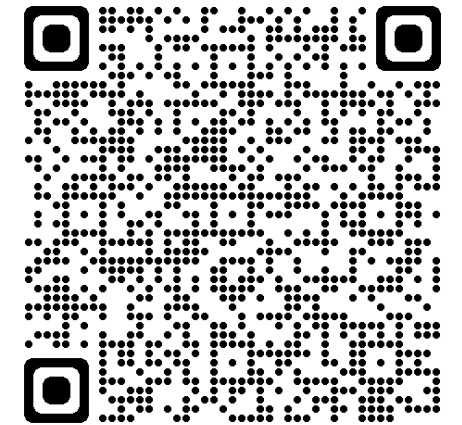
# The E-reader for Clinical Trial Medication

A digital display labeling (DDL) system to replace traditional paper labels and booklets in clinical trials

7th Annual Outsourcing in Clinical Trials DACH 2024

# An Industry Solution...

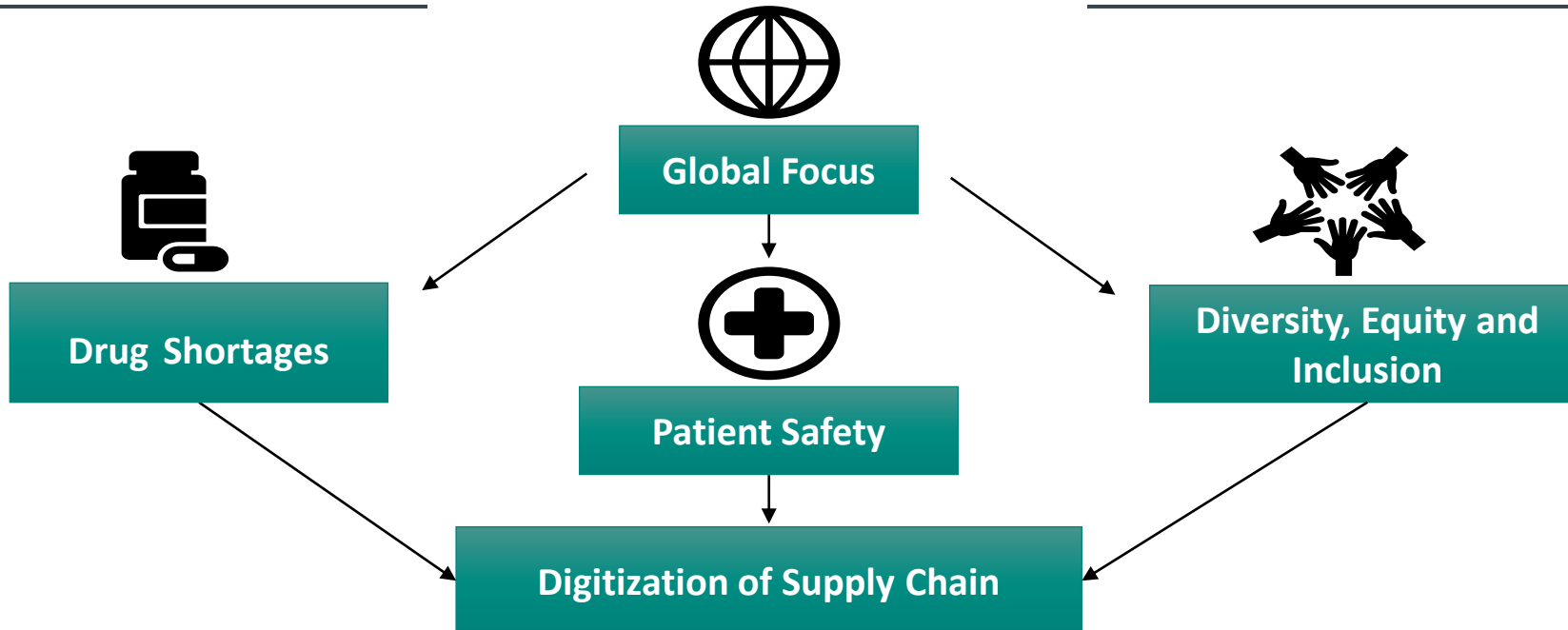
- A **Clinical Supply Leadership Forum** contains 8 partners who support the industry platform
- An **Industry Position Paper** was published mid-March 2024 to promote DDL benefits and acceptance among stakeholders including:
  - Patients
  - Clinical Study Personnel
  - Sponsors
  - Health Authorities
- **Socialization @ ISPE Webinar** [Link to presentation](#) - password: ISPE1234567; [Link to Recording](#)



# Clinical Supply Chain: Evolution and The Need to Modernize



## CLINICAL SUPPLY CHAIN



## Paper Label Challenges

Restricted space on small units, vials and syringes reduces readability

Multiple booklets create challenge to search for specific information

Content is static

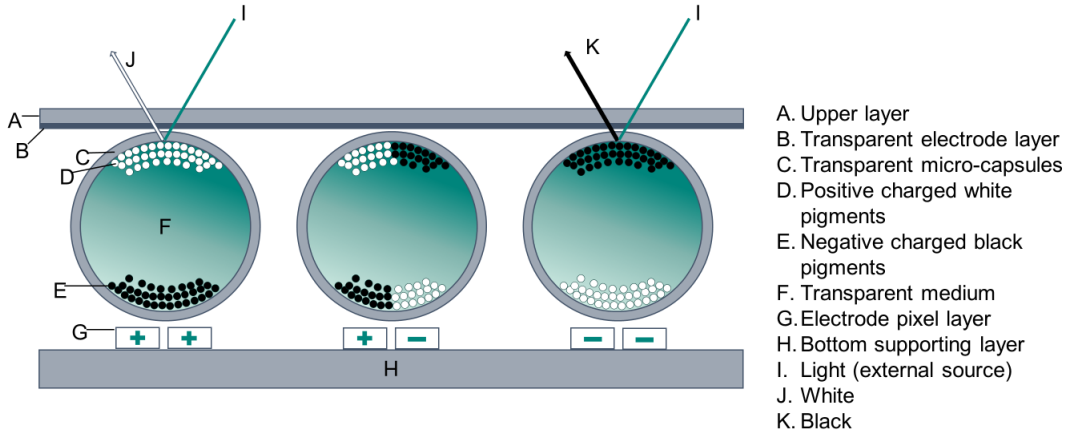
Development, printing and application of paper labels is labor intensive with long lead times

Increased waste due to impractical label changes

Reduced patient access from operational delays



# Digital Display Label



- Wireless Connection
- Variety of display sizes and formats available
- Station / mobile reader by NFC technology
- Multiple pages of content may be accessed by a button
- Station / Mobile reader by NFC / RFID technology
- >7-year shelf life and >100 updates



# Digital Display Label: A Compelling Business Case



## Quality:

Flexible, agile, traceable use of finished goods for clinical trials, with more tolerant and robust labels



## Speed:

Improving supply operations and reducing supply chain cycle times



## Costs:

Creating operational efficiencies and optimizing supply inventory, allowing flexibility through label updates



## Change:

Aspirations to enable integrated digital solutions and convenience for patient and clinical site (temperature, GPS, adherence, videos)







## Digital Display Label: The Benefits

Increased  
supply  
chain  
**flexibility**

Decreased  
relabeling  
**time and  
errors**

Decreased  
**cycle times**  
**and**  
increased  
**patient  
safety**

Potential  
implemen-  
tation with  
**other  
digital  
technolo-  
gies**

Reduction  
of waste

Customi-  
zable  
**language**

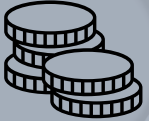
Increased  
amount and  
**synchroni-  
zation of  
informa-  
tion**



## Digital Display Label: The Future Outlook



Adoption of New Technology Globally within the Industry



Initial Investment for IT Infrastructure



Harmonizing Technical Specifications



Harmonizing Approach for DDL Reuse

Socialization and Education of Regulatory Bodies on Long Term Potential



Establishment of Operational Industry Infrastructure



Mitigating Risks and Validating Label Integrity



Implementation of DDL Lifecycle Management Strategy



# The Future is Now!

It is not “if”, but “when” we start using the opportunities

Thank You



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### *Digital Display Labels*

*Relabelling the Clinical Trial landscape*

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*Talk to our team @ Booth #34*