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Critical elements readable for
a 59 year old person without
his reading glasses

Possible to stand 1 meter
from the shelf and see which
of the packages is the one
you want



In this room no buying decisions are made.

Make it simple!

The package as seen in the user situations

Priority of information. Critical information emphasised, and not disturbed by less critical elements

Space for individual information (pharmacy label)

Usability testing with relevant users

- Primary Patient Information, PPI
 - Information that the patient should read AND acquire before he/she starts on the medication.
 - Some of the PPI is not known when the package leaves the manufacturer.

Hans Hansen
030299 55345
Elverum

Rp
Simvastatin 40mg 100tab
Kolesterolsenkende
1 tablett kveld

22.04.2007

Dr Per Pettersen
ID nr 7194 631

Hans Hansen
030299 55345
Elverum

person

Rp
Simvastatin 40mg 100tab
Kolesterolsenkende
1 tablett kveld

medicine

why

how

22.04.2007

occasion

Dr Per Pettersen
ID nr 7194 631

470220 SVEN SJUKSSON

MOT INFEKTION

1 TABLETT 3 GÅN-
GER DAGLIGEN

G 26907-01

Pris 90.50

1 förp GÖPE

2005-11-08

11 39 02

Apoteket
Renen Sala
0771-450 450



Läkare Frisksson

Stein Lyftingsmo

MOT INFEKSJON

1 tablett morgen

1 tablett midt på

dagen

1 tablett kveld

Dr. E. Arnesen

27.06.02



589507

F

Sjukehusapoteket

Elverum

33x93mm

31x75mm

OPPBEVARES UTILGJENGELIG FOR BARN



One cannot
and should not
wish away
the pharmacy label

8843040

Arava 10 mg

filmovertrukket
tablet
kalvopållysteiset
tabletit
filmbrasjerte
tabletter
filmdragerade
tabletter

Leflunomid / Leflunomidi

100

filmovertrukne tabletter
kalvopållysteistä
tablettia
filmbrasjerte tabletter

filmovertrukket tablet
kalv SVELGES tablett
film HELE etter
filmovertrukne tabletter
Leflunomid / Leflunomidi

Arava 10 mg

Arava® 10 mg

filmovertrukket
tablet
kalvopållysteiset
tabletit
filmbrasjerte
tabletter
filmdragerade
tabletter

Leflunomid / Leflunomidi

100

filmovertrukne tabletter
kalvopållysteistä
tablettia
filmbrasjerte tabletter
filmdragerade tabletter



4,189.5mg/syringe



Identification on 3 non-opposing panels

Elke filmomhulde tablet bevat escitalopramoxalaat 12,77 mg, overeenkomend met 10 mg escitalopram en bevat onder meer titaandioxide (E171)

Oraal gebruik.
Lees vóór gebruik de meegeleverde bijsluiter.
Houd het geneesmiddel buiten het bereik en het zicht van kinderen.
Geen speciale instructies voor opslag.
Geneesmiddel op medisch voorschrift.

Nederlandse vertegenwoordiger:
Lundbeck B.V., Amsterdam

28 filmomhulde tabletten

L.R.
RVG 30495

Lexapro[®] 10 mg

escitalopramoxalaat 12,77 mg, overeenkomend met 10 mg escitalopram



fabrikant: H. Lundbeck A/S - Kopenhagen

NL-107-22-10-230

← Exp:
Partij:



28 filmomhulde tabletten
Lexapro[®] 10 mg
escitalopram oxalaat



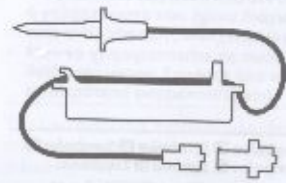
Lexapro (NL)

- Remove 'oxalat' and at least second decimal from the front panel.
(2.5 per mille change by writing 12.8mg and 2.16 per cent by writing 12.5mg)
- Remove 'Filmomhulde' from front panel
- Identification on side panel
- Where to put pharmacy label?


Warning: You must use add-on anti siphon valve. **Avertissement:** Vous devez utiliser la valve anti siphon auxiliaire. **Warnung:** Sie müssen das Add-on Anti-siphon Ventil verwenden. **Waarschuwing:** U moet de extra antisloneklep gebruiken. **Varoitus:** Du måste använda det extra frilöseslutet. **Advarsel:** Du skal anvende Tilleg anti-siphon-værdien. **Advarsel:** Du må bruke tilleggsslutningen anti-bereremålen. **Varoitus:** Seuraa on käytettävä erikseen toimitettua takakuvientillää. **Advertencia:** Debe utilizar el módulo de válvula anti-sifón. **Advertencia:** Utilize a válvula anti-sifão adicional. **Avvertenza:** È necessario utilizzare l'aggiunta antiriflusso (valvola anti-riflusso e anti-flusso libero). **Προειδοποίηση:** Πρέπει να χρησιμοποιήσετε την πρόσθετη βαλβίδα anti-αναρρόφισης.

smiths REF 21-7034-24

CADD™ Administration Set
with bag spike, clamp, male Luer, add-on anti-siphon valve and nonvented stopper



198 cm / 78 in.
2,3 ml / 2.3 ml

For use with CADD* pumps (except CADD-TPN*, CADD-MS™ 3 and CADD-Micro* pumps)

(01) 00610586020165

EC REP
 Smiths Medical International Ltd.,
 WD24 4LG UK, Tel +44 (0)1923 246134
 STERILE EO TOTM R_x ONLY CE 0473


 smiths
 Made in Mexico
 Smiths Medical MD, Inc., St. Paul, MN 55112
 1 800.426.2448 (USA), www.smiths-medical.com, +1 651.633.2556
 2005-10 40-1659-24C

ad hoc labelling

Generics usually have better labels than the original

Patient panel

Picture of tablet (better than pictogram)

20 kapsler/kapslar/kapselia Vnr 13 93 94

Tramadol HEXAL 50 mg

Tramadol, hydrochlorid, 50 mg
color (E132, E171) et constit. q.s.

Synkes hele. Må ikke oppbevares over 30°C.
Opbevares utilgjengelig for barn.

Svelges hele. Skal ikke oppbevares over 30°C.
Oppbevares utilgjengelig for barn

Bör sväljas hela. Förvaras vid högst 30°C.
Förvaras oåtkomligt för barn.

Kapselit nieltävä kokonaisina. Säilytä alle 30°C.
Ei lasten ulottuville.



HEXAL A/S, DK-2650 Hvidovre, Danmark

20 kapsler/kapslar/kapselia Vnr 13 93 94

Tramadol HEXAL 50 mg

20 kapsler/kapslar/kapselia Vnr 13 93 94

Tramadol HEXAL 50 mg

Til apotekets etiket
För / Til apotekets etikett
Apteekin ohjelippua varten

02A 02
90

MTnr 18665 (DK), 12729 (FIN), 99-7755 (N)

20 kapsler/kapslar/kapselia Vnr 13 93 94

Tramadol HEXAL 50 mg

Tramadol HEXAL
50 mg
20 kaps.



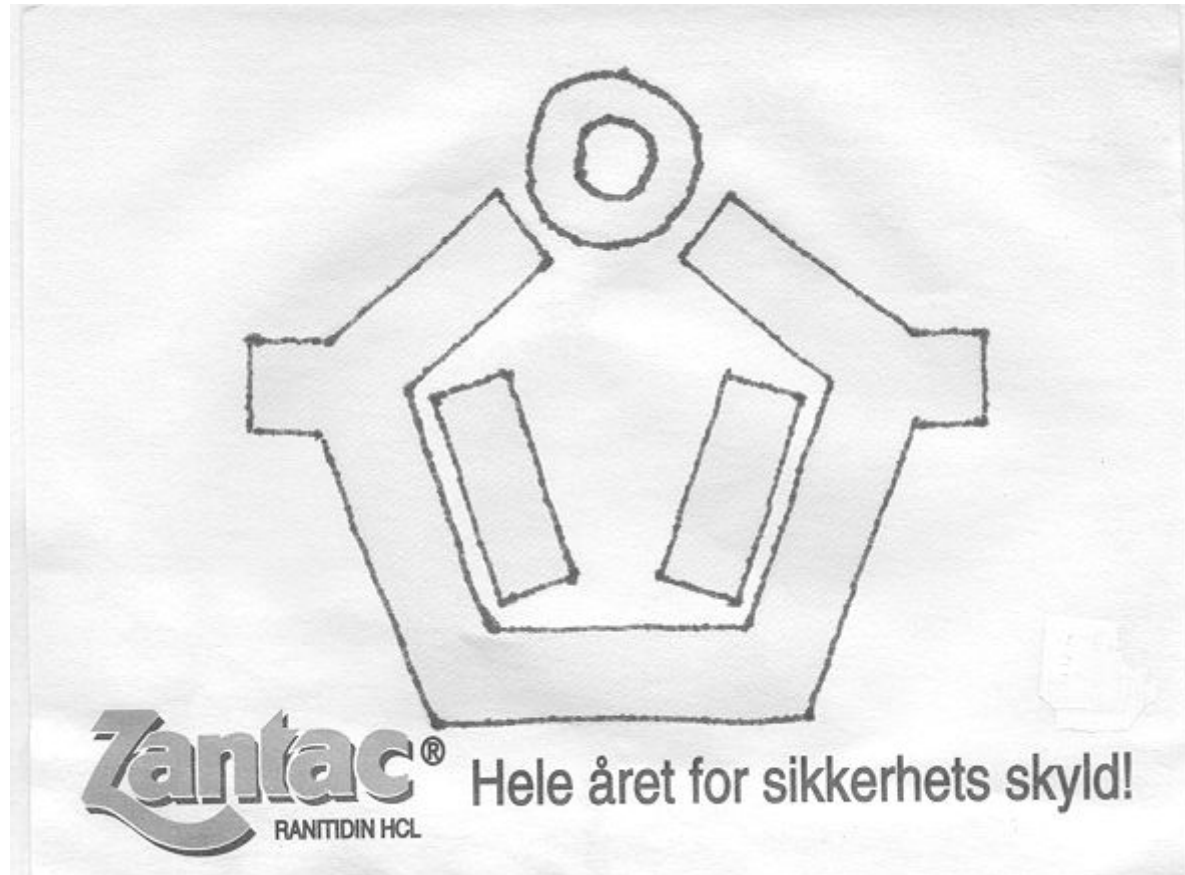
7 046261 393942

Batch
Udløbsdato /
Utloepsdato/
Käyt. viim. /
Utg.dat

Beautiful shapes from the drawing board, but why?







Culture specific interpretation



Culture specific interpretation

Vnr 01 86 85



Vesicare[®] 5mg

Tabletter/Töflur/Tabletti

Solifenacin.succinas.
respond. 3,8 mg solifenacin.

 **Yamanouchi**

30 tabl./töflur



Verw. bij: EXPIKOL, Kujala, vsm.
AHEH/Saadi/Der. Itz/Tinka/kuus.
Termin waznosci/VAL/Cad. Ulg. dat.:

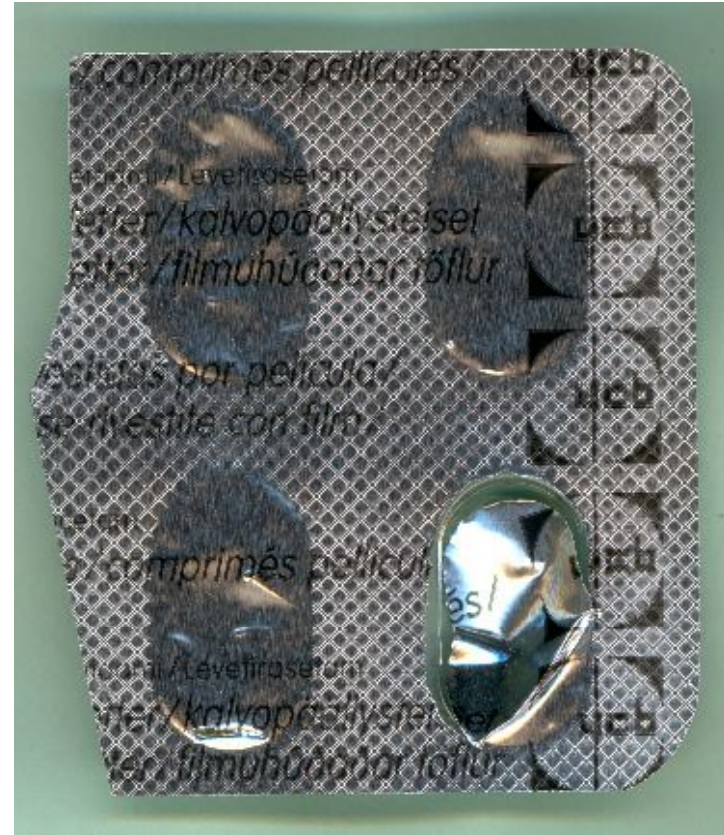
Cyralta®
60 mg

duloxetin
Duloxetin
duloxéine
duloxetine
duloksetiin
duloksetiini
νιτουλοξετινη

duloxetin
duloksetin

hard gastro-resistant capsules
magensaftresistente Hartkapseln
gélules gastro-résistantes
harde maagsapresistente capsules
enterosolventní tvrdé tobolky
enterokapsler, hårde
gastroresistentsed kõvakapslid
enterokapslar, hårda
kovat enterokapselit
σκληρές γαστρο-ανθεκτικές κάψουλες
gyomorvedv-ellenálló kemény kapszula
hõrd sõrupoлин hylki
capsule rigide gastroresistenti
zarnās šķīstošās cietās kapsulas
kietos skrandyje neirios kapsulės
enterokapsler, harde
kapsulki dojelitowe twarde
cápsulas duras gastroresistentes
tvrdé gastroresistentné kapsuly
trde gastroresistentne kapsule
cápsulas duras gastrorresistentes

Ch. B. Loh/Changai/Pentii nr.
Erat/Tiptobol/Lotio/Sar./Ser./Nr.:
Lot/Nr ser/vLote/C. sarze:



Rather good – but a lot of regulatory rubbish



Braille:



Potentially hazardous colour coding.

Use colours – but don't expect anyone to remember codes.

ATC (Anatomical Therapeutic Chemical classification)

| | | |
|----------|--|---|
| A | Forøyelsesorganer og stoffskifte |  |
| B | Blod og bloddannende organer |  |
| C | Hjerte og kretsløp |  |
| D | Dermatologiske midler (hudmidler) |  |
| G | Urogenitalsystem og kjønnsormoner |  |
| H | Hormoner til systemisk bruk, ekskl. kjønnsormoner og insulin |  |
| J | Antiinfektiva til systemisk bruk |  |
| L | Antineoplastiske og immunmodulerende midler |  |
| M | Muskler og skjelett |  |
| N | Nervesystemet |  |
| P | Antiparasitære midler, insekticider og insektmidler |  |
| R | Respirasjonsorganer |  |



Produsert av:
Kragero Tablettproduksjon AS

APOTIKENES



20 tabletter

Norges Apotekerforening

Vnr 30 71 65

Metadon NAF
5 mg



Hver tablett inneholder 5 mg metadonhydroklorid og hjelpestoffer til ca 0,18 g.

Oppbevares utilgjengelig for barn



7 045283 071654

Produsert av:
Kragero Tablettproduksjon AS

APOTIKENES



10 tabletter

Norges Apotekerforening

Vnr 33 03 24

Hydrokon NAF
5 mg



Hver tablett inneholder 5 mg hydrokonbitartrat og hjelpestoffer til ca 0,18 g.

Oppbevares utilgjengelig for barn



7 045283 303243

Store below 25°C

Stability is not proven above 25°C.

But is the refrigerator a better place?



**LISINOPRIL/HYDROKLORTIAZID
COPYFARM 20 mg/12,5 mg**

98 tabletter

Vnr. 01 78 27



**LISINOPRIL/HYDROKLORTIAZID
COPYFARM 10 mg/12,5 mg**

98 tabletter

Vnr. 01 78 05

Capital letters

Similar ending

Same strength

Same colour



NOT A LOT OF PEOPLE KNOW THIS

According to a research at an English university, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter is at the right place. The rest can be a total mess and you can still read it without problem. This is because we do not read every letter by itself but the word as a whole.

Tall Letter Writing of generic cephalOSPORine names

Stein Lyftingsmo, Hospital Pharmacy of Elverum, Norway
 stein@lyftingsmo.no www.lyftingsmo.no
 FIP Sydney September 2003

What is Tall Letter Writing
 (also called Tall Man Letters)?

Emphasising parts of long similar words
 in order to enhance differentiation.

The purpose of using Tall Letter Writing
 is to reduce medication errors.

Generic names are replacing brand names,
 as patents are expiring.
 Cephalosporine generic names have large
 look-alike and sound-alike properties.

Computer scanning of labels and barcodes
 could 'eliminate' the similarities
 of medicine names and labels.

It will, however, probably take long time
 before human reading of labels is not an
 important element in medicine handling.

Oral (13 names)

cefa**CLOR**
 cef**ADRO**xil
 cef**ALEX**in

cefa**TRIZ**ine
 cef**CAP**ene
 cef**DIN**ir

ce**FIX**ime
 cef**PODO**xime
 cef**PROZ**il

cef**RAD**ine
 cef**TER**am

cefti**BUT**en
 cef**UROX**ime

Parenteral (21 names)

cefal**ORID**in
 cefa**LOTIN**
 cefa**MANDOL**e

cef**APIR**in
 ce**FAZ**olin
 ce**FEP**ime

cefm**ENOX**ime
 cef**META**zole
 cef**MINOX**

ce**FONIC**ide
 cef**OPERA**zone
 cefo**TAX**ime

cef**oTETAN**
 cef**OXIT**in
 cef**PIRO**me

cef**RAD**ine
 cef**SULO**din
 ceft**AZID**ime

cefti**ZOX**ime
 cef**TRIA**Xone
 cef**UROX**ime

This recommendation is supported by
 Institute for Safe Medication Practices
 www.ismp.org

Factors affecting the recommendation

- Differentiation
- Short element – perceived in one glance
- Pronounceable
- Element containing the characteristics of the name
- The «ph-f» problem, and the 'e' at the end

Where should Tall Letter Writing be used?

- Labels
- Formularies and medicines lists
- SOPs (Standard Operational Procedures)
- Computer systems
- Articles and publications
- rINN?

Tall Letter Writing vs colour coding.

- Tall Letter Writing is human readable (not a code).
- Tall Letter Writing is based on elements (letters) that are available in 'all' systems.
- Colour nuances are difficult to reproduce.
- People perceive colours differently (colour blindness, different working light).
- Colours may change over time.

Small containers/vials
 10ml vials have 8cm circumference
 Only one third (120°) visible – 2,67cm visible.

FDA Name Differentiation Project.
 In 2001 Food and Drug Administration
 in USA recommended Tall Letter Writing
 for 1 single name and 16 name pairs.

ace**HEXAMID**
 ace**ZOLAMID**

bu**PROP**in
 bu**PR**one

chloro**PAMID**
 chloro**MAZ**ine

clom**PHEN**
 clom**PRAM**ine

cyclo**SPORINE**
 cyclo**SERINE**

di**LIN**olubcin
 DO**XO**ubcin

diphenhyd**AMINE**
 dimenhydr**ONATE**

DO**BUT**amine
 DO**PA**mine

glicid**IC**
 gly**BUR**idic

hy**ALAZINE**
 hydro**X**ine

medroxy**PROGESTERONE**

methyl**PREDNISOLONE**
 methyl**TESTOSTERONE**

n**ICARD**ipine
 n**IFED**ipine

predn**ISONE**
 predn**ISOLONE**

sal**UDAZINE**
 sal**ISOXAZOLE**

TOLAZ**amide**
 TOLBU**Tamide**

vin**GLAZINE**
 vin**CR**istine

THE SHAPE AND PATTERNS OF THE WORDS ARE IMPORTANT IN READING
 THE SHAPE AND PATTERNS OF THE WORDS ARE IMPORTANT IN READING
 THE SHAPE AND PATTERNS OF THE WORDS ARE IMPORTANT IN READING
 Short WORDS that ARE well known, are perceived (READ) as images

ABCDEFGHIJKLMNQRSTUWXYZ

ABCDEFGHIJKLMNQRSTUWXYZ

ABCDEFGHIJKLMNQRSTUWXYZ

ABCDEFGHIJKLMNQRSTUWXYZ

ABCDEFGHIJKLMNQRSTUWXYZ

ABCDEFGHIJKLMNQRSTUWXYZ

ABCDEFGHIJKLMNQRSTUWXYZ

ABCDEFGHIJKLMNQRSTUWXYZ

Plavix®

75 mg filmdrasjert tablett Klopidogrel
75 mg filmhúðuð tafla Klópidógræl

Hver tablett inniheldur:

Klopidogrelhyðrogensulfat tilsvarende 75 mg
klopidogrel. Inniheldur ógá: mannitol,
fargestofur (E171, E172).

Hver tafla inniheldur:

Klopidogrel hyðrogen súfat, samsvarandi
klopidogrel 75 mg. Inniheldur einnig mannitol,
litarefni (E171, E172).

NORGE/ISLAND

Vnr 02 35 09



7 046260 235090 >

Plavix®

75 mg filmdrasjert tablett Klopidogrel
75 mg filmhúðuð tafla Klópidógræl

100 filmdrasjerte tablettur
100 filmhúðaðar töflur

**All panels oriented
the same direction**

because we usually
can see two panels
in the same view

3M

Almarytm® 100mg compresse

Flecainide acetato

ATC: C01BC04



20 compresse

€11,86

Prep. N.

62033077-01 62033077

Scad.

3M

14668R4
4

Data di scadenza e prezzo →

3M

Titolare A.L.C.:
3M Italia S.p.A.
Loc. S. Felice, Segrate (MI)
3M è un marchio registrato

3M

Tenere il medicinale fuori dalla portata dei bambini.
Attenzione: prima di usare il farmaco leggere attentamente il foglio illustrativo.
Da vendersi dietro presentazione di ricetta medica.
A.L.C. n. 025728015
La data di scadenza indicata si riferisce al prodotto in confezionamento integro, correttamente conservato.
Composizione: Ogni compressa contiene:
Principio attivo: flecainide acetato mg 100.
Eccipienti: amido di mais gelatinizzato; cross-carmellosso sodico; cellulosa microcristallina; olio vegetale idrogenato; magnesio stearato.



20 compresse

Almarytm® 100mg compresse

**NON DISPENDE
NELL'AMBIENTE**
Flecainide acetato







3M

62033077
62033077

| | | | |
|---|--|---------------------|--|
| <p>FORMULE It 8423 (F) Lévodopa: 100 mg Carbidopa anhydre: 10 mg (sous forme de monohydrate) Excipients dont cellulose et E 132 q.s.p. un comprimé sécable.</p> <p>Fabriqué par MSD Italie SINEMET®: marque déposée de MERCK & CO., Inc., Whitehouse Station, NJ, USA</p> <p>DuPont Pharma S.A. 137 rue de l'Université 75007 PARIS - Tél.: 01 45 50 65 11</p> | <p>Sinemet® mite</p>   <p>100 tabl. Vnr 46 05 43</p>  <p>MSD</p> | | |
| <p style="text-align: center;"> </p> <p style="text-align: center;">100 COMPRIMES SECABLES</p> | | | |
| <table border="1" style="width: 100%;"> <tr> <td style="padding: 2px;">DU PONT PHARMA</td> <td style="text-align: center; padding: 5px;">SINEMET® 100</td> </tr> </table> | DU PONT PHARMA | SINEMET® 100 | |
| DU PONT PHARMA | SINEMET® 100 | | |

These packages contain identical tablets !

| | | |
|---|--|--|
|  <h1 style="margin: 0;">SINEMET® - 110</h1> <p style="font-size: small; margin: 0;">(Carbidopa and Levodopa)</p> | | |
| <table style="width: 100%;"> <tr> <td style="width: 10%; text-align: center; vertical-align: middle;">  </td> <td style="padding-left: 10px;"> <p>Each tablet contains: Carbidopa PhEur equivalent to 10 mg of anhydrous Carbidopa and 100 mg Levodopa PhEur Also contains Microcrystalline Cellulose E460</p> <hr style="border: 1px solid black;"/> <p>90 TABLETS</p> </td> </tr> </table> |  | <p>Each tablet contains: Carbidopa PhEur equivalent to 10 mg of anhydrous Carbidopa and 100 mg Levodopa PhEur Also contains Microcrystalline Cellulose E460</p> <hr style="border: 1px solid black;"/> <p>90 TABLETS</p> |
|  | <p>Each tablet contains: Carbidopa PhEur equivalent to 10 mg of anhydrous Carbidopa and 100 mg Levodopa PhEur Also contains Microcrystalline Cellulose E460</p> <hr style="border: 1px solid black;"/> <p>90 TABLETS</p> | |

The navigational properties of the document is important when the amount of information is large





The Institute for Safe Medication Practices

A Nonprofit Organization Educating the Healthcare
Community and Consumers About Safe Medication Practices



www.ismp.org

- The package as seen by the patient (or the care person) – in contrast to when it leaves the manufacturer
- Take control over final product. Don't pretend that pharmacy labels, bar code stickers, etc don't exist
- Trace the journey of the packages, identify the situations

- Company quality standards – not just fulfil regulatory demands
- Good enough – or better than the competitors?
- Quality development
- Documentation of effect of label and package design (as with substance and pharmaceutical form)

