

# Unnecessary elements on the labels of medicines

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FIP, Basel 2008

Medicine packages and labels contain more and more information, and the space is very limited. Care should be taken, so that elements

- have a real information value
- do not reduce the information value of more critical elements

Regulatory label requirements have never been based on performance testing. Communication Research Institute (CRI) in Australia was the first in the world to do performance testing of the information on medicine packages. In one case CRI made a package design that had a score on 100% on performance testing. Modified according to regulatory requirements, they only managed a score of 81%

POM

Most patients probably don't know the meaning of this pictogram.



Label elements from the industry arise from a wide range of reasons, e.g. tradition, logistic needs, error events, company profile, different opinions about the user's (patient's) needs, liability reduction, sales promotion, etc.

Performance testing of package information design and information content is non-existent.

On this package 'filmoverttrukket' (film coated) is printed at least 20 times too many.

Time has come to remove some rubbish from the limited space of the medicine label.

## Prescription only medicine

This has never been a requirement in the Nordic countries, but as a result of EU habits, we see it more and more often. In UK they get it as a pictogram, the meaning of which is only understood by the pharmaceutical profession. Who needs this information?

Pharmacy staff knows from lists and regulations, and does not need it to be on the package. Patients don't need it. If they don't have a prescription, they will not get the package with this information on.

One could ask if the purpose is the placebo effect.

## For oral use

The oral route is the default route for medicines. For tablets, capsules and mixtures – how many cases of 'wrong hole' does it prevent? In many languages 'oral' is not a well known word

## Store below 25° C

On dry preparations that has shown no activity reduction at 25° C this information is not just a space and attention thief. It makes people store their tablets in the refrigerator.

Refrigerators are often crowded, full of fungus, humid, and highly accessible for children.

## For hospital use

These medicines are administered by professionals. They know.

The packages are usually not seen by the patients.