

What's Next?

A prospective Approach to Consumer & Product Centric Packaging Designs

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OUR AGENDA

- Overview of Abbott – a diversified healthcare company
- Customer & Product Centric Packaging Innovation
- Converting Ideas to Opportunities Case Study-I
- Converting Ideas to Opportunities Case Study-II
- Learnings

GLOBALLY, ABBOTT IS PRESENT ACROSS A DIVERSE AND BALANCED PORTFOLIO



Established Pharmaceuticals (EPD)



Medical Devices



Nutritionals



Diagnostics

\$22 billion
Net sales



WE HAVE BEEN IN INDIA
SINCE **1910**



70% OF OUR PHARMACEUTICAL
PRODUCTS ARE PRICED LESS THAN 10 CENTS

OUR PRODUCTS ADDRESS

90%

OF THE THERAPY AREAS
AND ARE USED TO TREAT
DISEASES LIKE MALARIA,
CHOLERA, DIARRHOEA,
DIABETES,
CARDIOVASCULAR
DISORDERS AND MORE



INNOVATION IS AT THE HEART OF ABBOTT

'We create solutions in tune with health needs across the world, localized to address the requirements of different communities worldwide'



Pharmaceutical Branded Generic

Innovation is the Key - Either Product or Packaging to Create Differentiation among Competition.



The New Reality for Pharmaceutical Industries

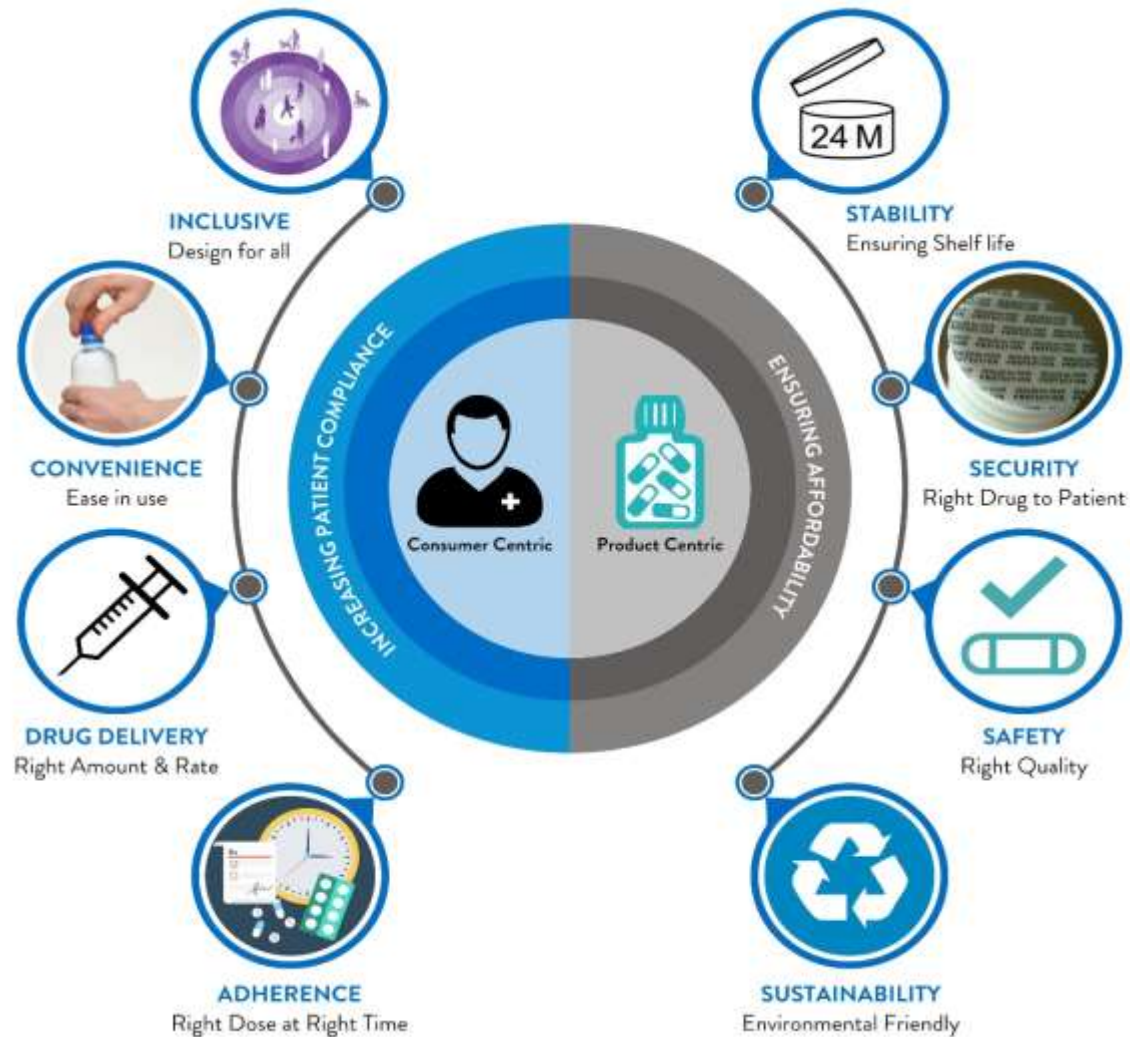


The Result is

Traditionally Pharmaceutical Packaging has been more product centric.

But in today's context, packaging is not only **“Product Centric”** but also **“Consumer Centric”**

Product & Consumer Centric Design



Case Studies on Consumer & Product Centric Packaging Design

Case Studies-I : Journey of LiDoCon[®]

Case Studies-II : Journey of Novel Tube

CASE STUDIES-I

Journey of LiDoCon®

LiDoCon[®]

Metered Liquid Dosing Concept



Current Process of Measurement & Dispensing of Liquid using measuring aids are difficult and might lead to dosing error



- What is standard tea-spoon or Table-spoon full ?
- Fill level varies with person to person.



- Products remain in cup—does not allow 100% dispensing.
- Dispensing volume rarely close to measured volume.



Oral Syringe

- Resembles injectable syringe—creates syringe phobia.
- Cleaning of syringe is difficult.

So is a need to address the concerns of Dosing Error, Contamination Spillage and Cleaning after use



Dosing Error



Product Contamination



Difficulty in Cleaning

Abbott introduced
LiDoCon[®] – a metered
liquid dosing device
which is free from
spillage, contamination,
cleaning while
maintaining dosing
accuracy



1
Tear-off
the seal



2
Turn
to fill
position

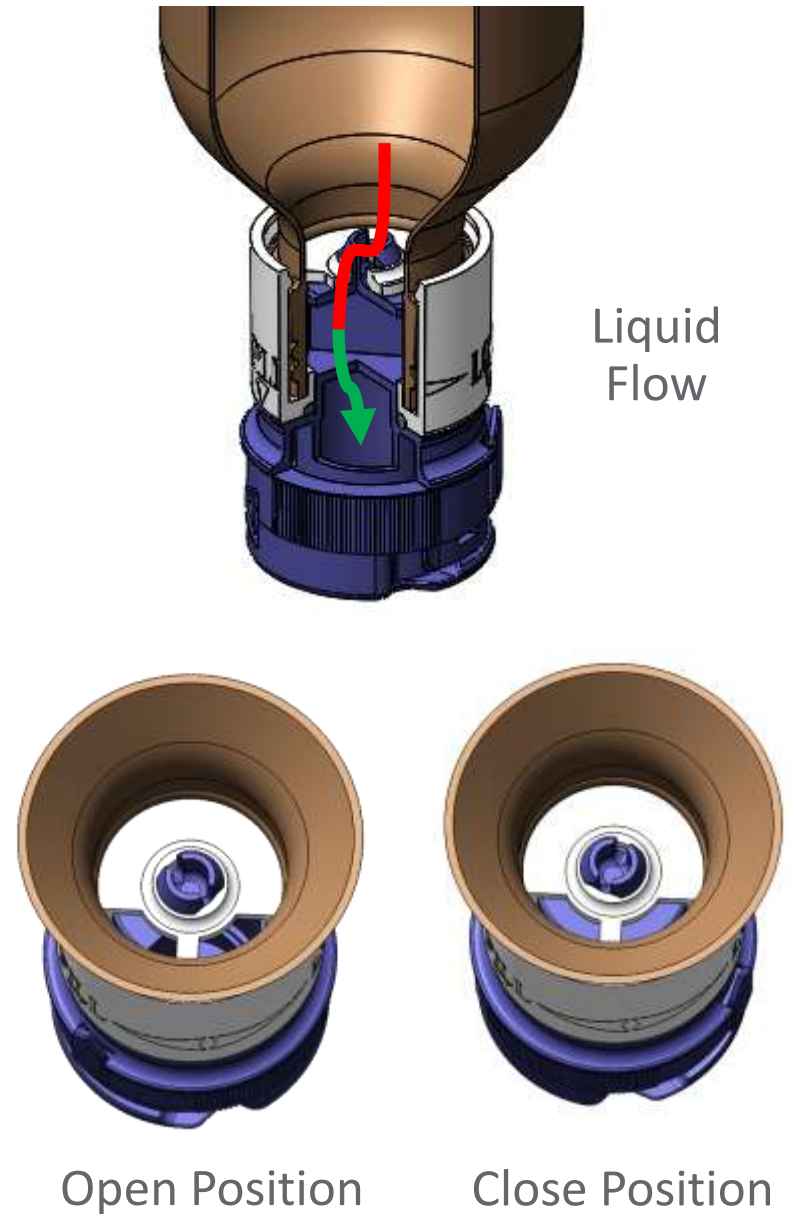


3
Invert
the bottle to fill
liquid and turn to
lock position



4
Revert
to upright
position and open
flip-top
cap to dispense

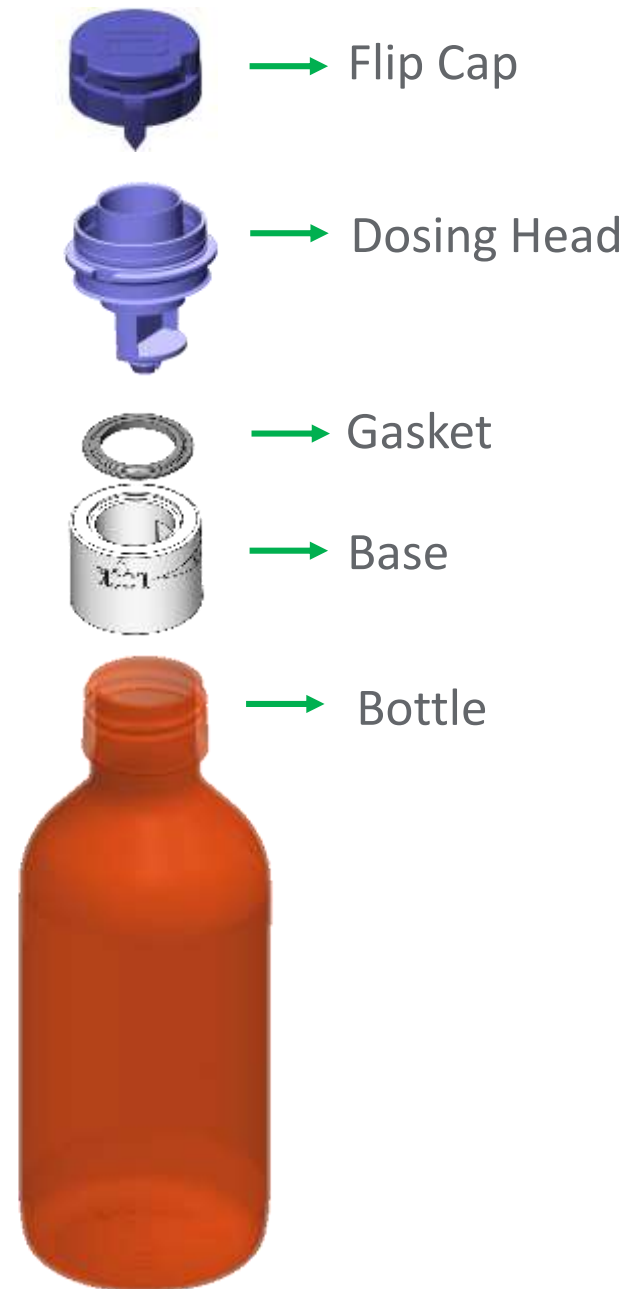
It uses a simple 'Flow & Trap' mechanism activated by turning the dosing head to fill position which allow the liquid to flow and get trapped by turning the head to lock position.



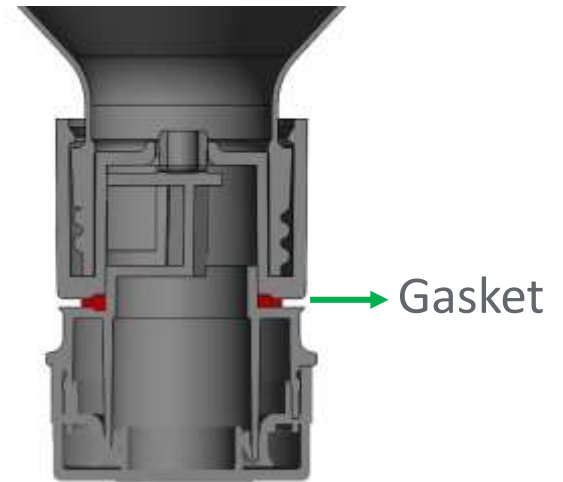
LiDoCon[®] is the simple dosing system compared to the one with pump system which deliver similar dose.

It is made up of only 3 plastic components and 1 Silicon Gasket

Cost < 10 US cents



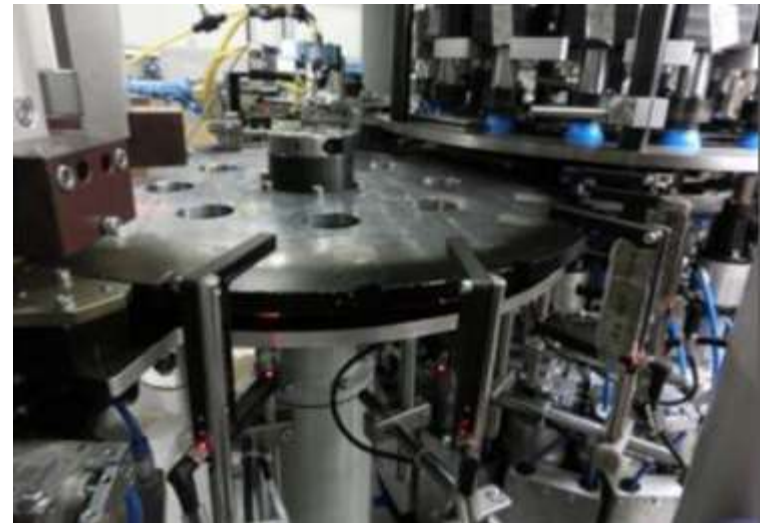
We designed an easy to open flip top cap & spend a lot of efforts to get “Torque” right between “fill & lock position” and at the same time prevent any leakage from bottle



Optimizing Torque

To make it safe, reliable and reproducible we went through 12 design iterations.

We developed mould, assembling line with 100% inspection and the filling machine – all from local manufactures.



LiDoCon[®] was launched in 2017 for Phensedyl BR and we have been getting very good response from the market.



LiDoCon® Coverage in Media

Express Pharma : <http://www.expressbpd.com/abbott-launches-liquid-dosing-device-lidocon>

Bio Spectrum : <https://www.biospectrumindia.com/abbott-pioneers-unique-dosing-device>

Times of India: <https://timesofindia.indiatimes.com/business/india-business>

Outlook India : <https://www.outlookindia.com/abbott-launches-liquid-dosing-device-lidocon>

WN : <https://article.wn.com/view/2017/11/08/abbott-launches-liquid-dosing-device-lidocon>

India Today : <http://indiatoday.intoday.in/story /abbott-launches-liquid-dosing-device-lidocon>

Dr R. H. Merchant MD Paediatrics, from Bandra in Mumbai says, “LiDoCon technology solves the over dosing problem. It also takes care of hygiene issues, which is a big problem in India.”

Dr Mohammad Athar Ansari, M.D., Associate Professor of Paediatrics at Nalanda Medical College and Hospital in Patna said, “LiDoCon is the best dosing concept I have seen for children. It is safe and hygienic to use, which is very important, especially from a child’s perspective.”



EXTERNAL RECOGNISATIONS



Columbus Award 2017 for Best
Pharmaceutical Compliance Packaging
HCPC, Europe



IPA-ACG Scitech Best Packaging
Innovation Award 2017



LiDoCon[®]

CASE STUDIES-II

Journey of Novel Tube

Novel Tube

Novel applicator tube – topical applications

I n t r o d u c i n g

For the first time in India

In the management of
Tinea Cruris & Tinea Corporis


Lofatin

Luliconazole Cream 1% w/w

Without Touch, Relief So Much

AN INNOVATIVE CHANGE



Current Application of product from tube is with hand and therefore causing contamination, smell, irritations etc. and sometime cause the tube messy



ABBOTT'S NOVEL TUBE

Abbott introduced Silver Touch Novel Tube to enable hand's free, non-messy & safe application of product to the affected areas.

HANDSFREE APPLICATION

No need to use finger tips



Reduce the spread of fungal infection to other body parts & family members



Convenient for caregivers/ Family members for application to patients



ERGONOMIC DESIGN*



Easy to use at skin fold areas

ENHANCED SECURITY FEATURES*

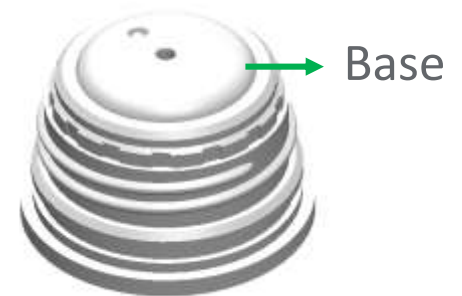
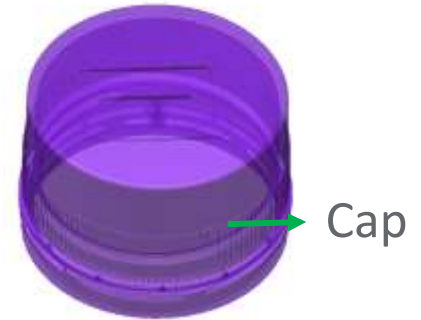


Highest standards of quality with tamper evident cap

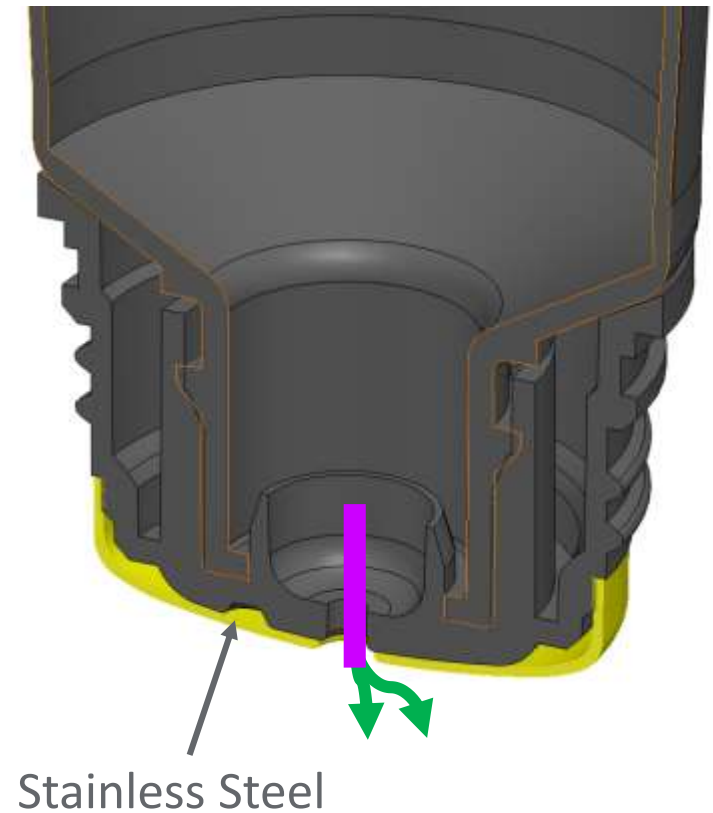
*Data on file

Novel Tube is made up
of only 2 plastic
components and 1
Stainless Steel
component

Cost/tube < 10 US cents



It is a simple technique of integrating surgical grade Stainless Steel on the top of tube with dome support, so as to make the application of product non-messy and free from microbial contamination



EXTERNAL RECOGNISATIONS



ASSOCHAM Award 2018 for Best Pharmaceutical Packaging Innovation

Novel Applicator Tube

Learnings

LEARNINGS

- **One design** may not fit for all product/consumer
- **Positioning Innovation** for right product & right customer
- **Expectation of consumer** from packaging is 'neutral to positive' – new packaging create differentiation
- **Simple and smart** design gets wider acceptance
- **A strong story** needed to support Innovation, wherein consumer relate themselves to innovation.
- **Affordability** - Innovation needs to be affordable





Abbott