



Philadelphia Drug Exchange

Newsletter

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PDE Focus Group

The PDE held its inaugural executive level discussion (focus group) in August. Seven attendees together with President Jim Rutkowski and Secretary Mike DiFebbo attended the program which was expertly led by Jim Godshall and Dennis Paris. The participants represented healthcare, manufacturing and pharma and included: Rob Albert, B. Braun Medical, Bethlehem, PA; Susan Babcock, Virtua Family Medicine; Bill Bogle, Genesis Packaging Technologies; Florence Doyle, NJ Healthcare Supply Chain; Jeff Hunt, West Pharmaceutical Services; Ron Kumar, Aria Health; and Waheed Sheikh, SL Pharma Labs. It was our impression that everyone left feeling good both about the experience and the mix of participants. Thank you to those who actively recruited the participants (Dennis Paris, Jeff Brown, Jim Godshall, Jim Rhodes, Phil Milia and Mike DiFebbo). They were a terrific panel.

Our initial objective was to determine if the concept of having a trade group that represents these interrelated industries (systems thinking) is a viable concept to expand the scope of the PDE. Our focus was on what value such an organization would provide to members. The initial reaction was somewhat guarded as we hit them with a new concept that represents change and “big time” thinking outside the box. However, as we discussed areas of mutual

interest using the customer/supplier interrelationships model, some really good ideas began to emerge. First was the acceptance that in fact we are all in this together, but we have different incentives. From this point, we developed a list of those issues that are common or at odds across industries. The list of major, mutual issues were:

- Misalignment of incentives
- Global issues
- Efficiencies/Inefficiencies
- FDA/regulatory issues
- Trade-off of quality vs cost
- Pricing
- Drug shortage
- Non-value added products
- Best practices/industry synergy
- Shortage of talent
- CEU driven education programs
- Reduction of variation in patient care
- Total cost of ownership
- Cost of variability/value of standardization
- Evidence-based information

The next step was to go back to the participants and have them prioritize this list which is where we stand today. Our intent after we receive the responses is to put together educational sessions, panel meetings, or other appropriate formats to explore those highly rated topics. These meetings would be open to those industries

that were represented at our leadership discussion panel. Stay tuned and as further information becomes available, we will pass it on to the membership.



Philadelphia Drug Exchange to Feature Special Packaging Seminar at its 2012 Annual Business Meeting

The PDE's 2012 Annual Business Meeting will be held on November 13th at 5:00 PM at the Pfizer Barn Conference Center, 500 Arcola Road, Collegeville, PA. The business portion of the meeting will be preceded by a highly educational and



entertaining seminar entitled Bringing Structural Packaging Innovation to Life "Who is my Customer" presented by Guido Schmitz, Director, Global Innovation and New Technology, Global R&D, Bayer Consumer

Care. Keys to successful and innovative packaging are the following elements:

- Re-thinking your customer: R&D, Marketing, Sales or End user – Who is your customer?
- Synchronizing branding needs and packaging technology capability to create refreshed packaging design.
- Innovating sustainable and environmentally responsible packaging design through constant research.
- Working closely with related departments as a team to reach mutual agreement and the best packaging design solution.

These and other elements of successful packaging will be discussed with a brief Q&A immediately following.

Mr. Schmitz is responsible for capital investment, packaging innovation and internal new technologies

development at Bayer. His range of global responsibilities include idea conception and development of new products, technologies and packaging including: new material, new formulations, new dose forms such as powders, granulations, solid dose tablet, and gel capsules.

Mr. Schmitz started in 1980 at Bayer AG in a Technical apprenticeship. Over the last 32 years, he has held positions of increasing international responsibility in the Bayer AG and the Consumer Care organization. In 2003, he was transferred from Leverkusen (Germany) to the Consumer Care Development Department of Bayer in Morristown. His experience encompasses several different consumer categories including analgesics, cold, allergy and GI and nutritionals. His expertise is in granulation, roller compaction, tablet compacting, coating and packaging.

Mr. Schmitz is currently a member at the Rutgers Advisory Board for packaging education and spokesperson for the Bayer Consumer Care "Making Science Make Sense" program in NJ.

Member companies as well as new companies are invited to attend this highly informative presentation. For reservations, visit the PDE website <http://www.pdetrade.org/>. Any questions call Mike DiFebbo at 484-927-4283. Admission is \$20 per person if registered in advance or \$25 at the door. Hors D'oeuvres will be served prior to the seminar.

The PDE Welcomes the Following New Member Companies

PACKAGING CONSULTANTS GROUP (PCG)

49 Beecham Court, Owings Mills, MD 21117
443-799-7007 • www.bottles.net

Official Correspondent: Kenneth Goldberg,
Senior Director, Business Development

Delegate: Steve Penn, President

Key Product Line/Services: Wholesale packaging distributor of bottles, closures, dispensing systems. Primary industry served by PCG is Healthcare/Pharma.

PHARMA RESOURCE GROUP, INC.

105 Pontiac Road, Unit 364, Drexel Hill, PA 19026
610-924-9092 • www.pharmarg.com

Official Correspondent: John Raeche, President
Delegate: James Corrado, Secretary/COO

Key Product Line/Services: Human Capital/Expertise in the following areas: quality and compliance, regulatory, project management, planning, validation, product development, technical transfer, consent decree remediation, manufacturing & packaging deviation investigation, environmental health & safety.



**CONTACT
THE PDE**

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2012 PDE Social Events

The Philadelphia Drug Exchange changed its schedule of events in 2012. The Scholarship Outing normally held in July was combined with the Spring Outing in May at Spring Ford Country Club. In this team scramble event, first place honors were taken by the Solomon Edwards-sponsored team with an 8-under score of 64. This was a highly successful event raising over \$13,000 for the PDE scholarship fund. The winning ticket in the raffle for the first place set of TaylorMade CB Irons was held by Bill Colman. The second place prize of a foursome at Stonewall Golf Course went to Jim Godshall.



Fall Outing winning team

The Fall Outing was once again played at the Par 72 Cedarbrook Country Club on what was considered by many who participated to be the best weather of the entire golf season. Winners with a score of 60 was the team sponsored by Sharp Corporation.

The raffle at the Spring Outing was so popular and successful that we did it again for the Fall Outing. The winning ticket for the first place set of TaylorMade Tour Preferred MC Forged Irons was held by Bob Kressler, a timely prize in view of his recent retirement. Second place, a Callaway X-Stand Golf Bag, went to Guido Schmitz.

SPRING SCHOLARSHIP OUTING

Spring Ford Country Club

May 2012

Rob Tribuiani
John Moerman
John O'Connor
Mark Eckhardt

FALL OUTING

Cedarbrook Country Club

September 2012

Jeff Benedict
Doug Hill
Dave Luken
Brian Monahan

2013 PDE Scholarship Program

The PDE will continue its scholarship program in 2013 for the 16th year offering scholarship awards to college-bound high school seniors whose parent works for a PDE member company. Scholarship America, the independent management service for selection of scholarship winners contracted by the PDE, will accept up to 250 applications. Applications and brochures for the 2013 Scholarship Program campaign again will be distributed to member companies through their Correspondents and can always be obtained on-line at www.pdetrade.org under the Scholarship tab. In addition to this, applications will be mailed directly to the HR Departments of member companies if requested. We ask that the materials are advertised internally either through the company's intranet, posting boards or other communications vehicles to bring as much visibility as possible to this great opportunity.

This is a tremendous opportunity to help cope with increasing college costs especially in today's economy. We strongly encourage any high school senior whose parent works for a PDE member company to apply.



2013 PDE Events

Mark down your PDE 2013 dates. Subject to approval of the PDE Board of Directors at the November 2012 Board Meeting

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May 20

**Spring Scholarship
Golf Outing & Dinner Meeting**
Springford Country Club, Royersford, PA

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September 23

Fall Golf Outing & Dinner Meeting
Cedarbrook Country Club, Blue Bell, PA

~
November 12

Annual Business Meeting & Seminar
Pfizer Barn Conference Center
Collegeville, PA

Additional educational programs will be held in 2013 and will be announced when scheduled. The PDE Board of Directors has elected to make the Spring Gala a biannual affair coinciding with the installation of the new president which occurs in even number years. We hope to see you again at this event in 2014.



Philadelphia Drug Exchange

P.O. BOX 734
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as a service to member companies.

Keep In Touch
PDE Website
www.pdetrade.org

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Lunch ~ \$300 Contribution

Comar

Reception Hour ~ \$300 Contribution

GlaxoSmithKline

Refreshment Area ~ \$300 Contribution

B. Braun Medical Inc.

Closest to Pin ~ \$300 Contribution

ABITEC Corporation
Clondalkin Pharma & Healthcare
West Pharmaceutical Services

Tee or Green ~ \$175 Contribution

Constantia Hueck Foils
Information Age Systems
Oso Biopharmaceuticals
The Tech Group
Unipak, Inc.
Vetter Pharma International USA

Gift Donations & Cash Contributions

Alliance Contract Pharma
Callahan Chemical Company
Drug Plastics & Glass Company
Johnson Matthey
Spring Ford Country Club

*And a special thank you to
Dorothy Rutkowski for her very generous
donation to the PDE Scholarship Fund*

Participating Companies

Alliance Contract Pharma
Amcor Rigid Plastics
Avantor Performance Materials
Bayer Consumer Products
B. Braun Medical
Bracco Diagnostics
Callahan Chemical Company
Clondalkin Pharma & Healthcare
Colorcon
Constantia Hueck Foils

Participating Companies

Drug Plastics & Glass Company
Genesis Packaging Technologies
GlaxoSmithKline
Kols Containers
McNeil Consumer Healthcare
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