



Presented by  
Management Forum

# Smart Packaging and Electronic Patient Information

3 July 2025

+ 3-4 November 2025

This course will provide an overview of the current technologies, the patient and societal benefits and some building blocks for the establishment and delivery of e-PIL and SMART strategic initiatives.



**Format:**  
Live online



**CPD:**  
6 hours for your records



Certificate of  
completion

# Course overview

**Increased use of SMART technologies has become ever more prevalent in the delivery of healthcare solutions as well as in the electronic delivery of Patient Information (e-PIL) and leaflets (e-leaflets). These technologies have grown in importance providing patients and medical staff with product data, reminders, healthcare delivery and diagnostic tools.**

Regulatory authorities now permit and indeed encourage the delivery by electronic mechanisms and connectivity with patients and sometimes healthcare providers, others will undoubtedly follow suit. Organisations that prepare early will be able to actively leverage the benefits sooner; improvements in patient outcomes, product delivery efficiencies and eco/cost improvements. Indeed, these businesses will be seen as 'early adopters' and innovators that others will seek to follow.

This course will provide the attendees with an overview of the current technologies, the patient and societal benefits and some building blocks for the establishment and delivery of e-PIL and SMART strategic initiatives, providing insight as to where organisations may be most significantly impacted.

## Benefits of attending

- **Explore** SMART technologies – the current state of the art
- **Discuss** connectivity – issues and opportunities
- **Understand** what an e-PIL or e-leaflet could be...the art of the possible!
- **Learn** what an e-Pil programme involves
- **Gain** an understanding of programme establishment – where organisational changes may be required
- **Realise** the key elements of the human interface and the business benefits

## Who should attend?

- Artwork management
- Regulatory management
- Global product marketing
- Asset management
- IT programme managers
- Supply chain and operational leaders
- Any individuals interested in the SMART, e-PIL or e-leaflet opportunities in or around the Pharma industry e.g. other regulated industries such as agrochemicals etc.

# Programme

## **SMART packaging solutions**

- Introduction to SMART packaging
- Definitions

## **The current trends in SMART technologies and solutions**

- Some of the newest technologies
- Benefits
- Impacts

## **The SMART opportunities for your business**

- Patient outcomes
- Sales growth

## **e-PILS – introduction and definitions**

### **The case for why we need e-PILs**

- Environment
- Direct costs £/€//\$
- Internal efficiencies

### **Current global situation and activity**

- Global overview
- Example systems

### **Creating the data – 'one source of truth'**

#### **The future state – Digitised e-PILs**

- What does the future look like?
  - What is an e-PIL?
  - Presenting the e-PIL in multiple formats; digital and print
  - What incremental benefits may exist; video, augmented reality, accessibility tools etc

#### **Setting up a programme**

- Stakeholders
- Resources
- Change management – key areas

#### **Patient adherence**

- The cost of poor patient adherence
- Patient adherence – using SMART and e-PIL connectivity to create improvements consequence

# Presenter



## **Graham Howieson**

Graham Howieson is a pharmaceutical business development consultant, inventor and entrepreneur. He is a highly experienced and competent leader, with an International pedigree covering UK, EU, USA and Asia. An industry pioneer with a forward thinking approach to design and the delivery of new innovative drug delivery and smart packaging solutions for over twenty five years. He has worked extensively and exclusively within the pharmaceutical space, with leading global enterprises such as: Glaxo Smith Kline, Astra Zeneca, Johnson and Johnson and Sanofi – building value by solving technical, engineering, regulatory, compliance and brand communication related issues. He has worked to fulfil a client brief, in terms of the budget, timeline and return on investment for commercial use.

Alongside this, he has acquired a range of specialist skills which encompass the development of new, emerging technologies to improve the delivery of clinical trials. Areas of interest include: intellectual property, digital engagement, bespoke software, SaaS, automation, AI, machine learning, remote compliance monitoring, patient engagement/retention, omni-channel communication, wearables, video enablement tools, VR, hybrid and virtual (supply chain) modelling. The primary objective with all technological advances is to achieve process improvement and increased speed of delivery, aligned with a multi-sensory patient experience.

# Course dates

**3 July 2025**

**Live online**

09:30-17:00 **UK (London)** (UTC+01)

Course code 14821

GBP ~~649 749~~

EUR ~~909 1,049~~

USD ~~1,043 1,199~~

**Until 29 May**

**3-4 November 2025**

**Live online**

13:30-17:15 **UK (London)** (UTC+00)

Course code 15032

GBP ~~649 749~~

EUR ~~909 1,049~~

USD ~~1,043 1,199~~

**Until 29 Sep**

## How to book



**Online:**

[ipi.academy/2575](https://ipi.academy/2575)

Alternatively contact us to book, or if you have any queries:



**Email:**

[info@ipiacademy.com](mailto:info@ipiacademy.com)



**Phone:**

[+44 \(0\)20 7749 4749](tel:+442077494749)

## Discounts

- Booking more than one delegate on any one date qualifies for a **15% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

## Further information

### Fee

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

### Please note

IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

### Terms and conditions

The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit [ipi.academy/content/terms-and-conditions](https://ipi.academy/content/terms-and-conditions)

# Reviews



**Content was informative and thought provoking. A great introduction into the potential management of smart packaging projects and programs and the ways in which this could positively impact business and patients.**



**Pamela Nagel-Kotze**  
Senior Regulatory Associate  
Rosemont Pharmaceuticals LTD  
Mar 14 2024



**[Speaker was] very friendly, very knowledgeable.**



**Karen Ellis**  
Artwork Implementation Specialist  
Theramex Pharmaceuticals  
Nov 4 2024

## Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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**IPI**  
Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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