

Bilcare embrace™

Blockbuster Drugs and Personalised Medicines are most effective when taken regularly and consistently. Moreover, temporary replacement with generics or other brands, and complications from counterfeits or parallel imports can confuse a diagnosis and even endanger the patient.

Imagine, therefore, empowering the patient to authenticate your branded product before each course is started.



Imagine if this could be machine-readable for rapid and unequivocal verification, providing you with data of usage and providing the patient or his/her doctor with important clinical updates or news.

Moreover, imagine if you could develop a long term and trusted relationship directly with the patient.

Such a solution is available from Bilcare, an established global player in the pharmaceutical packaging industry. The solution is called **embrace™**.

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