

PRESENTATION



# AVACOPAN LABEL INNOVATIONS

INTERNAL USE ONLY

## Situation and conceptual implementation

1. TGA now allows for inclusion of QR codes on labels to provide information to consumers. [LINK](#) Section 3.1.10
2. This allows for VP to provide product information and consumer information direct to consumers. Requirements as below
3. VP can reduce the amount of packaging (paper inserts) as well as guide patients to materials developed for education of patients.
4. Abbvie has previously done this with their product line up <https://youtu.be/MkUX7vyRFCg?t=10>

### 3.1.10 QR codes

A Quick Response (QR) code is a type of matrix bar code that can be read on a mobile phone.

You may use QR codes to provide consumers with information relating to the medicine. However we recommend you place it on the back or side panel so it doesn't distract from critical information on the main label.

#### *Considerations when using QR codes*

If you include a QR code, we recommend that you include a statement close to the QR code stating its purpose, for example:

- 'Please scan this code to obtain a copy of the Consumer Medicines Information'
- 'Please scan this code for more information about this medicine' (only when the information is not the CMI).

If the QR code takes the consumer to the CMI, then we recommend that you include a statement informing patients that the CMI is available from pharmacists or the [TGA website](#).

The QR code may:

- provide a link directly to the CMI document, which must be up-to-date and consistent with the most recent approved PI document. We prefer you to link to the CMI available from the [TGA Business Services \(TBS\)](#) website.
- direct the consumer to a company website if the website is acceptable (see [3.1.11 Acceptable web addresses](#) of this guidance), and complies with all advertising restrictions.

### 3.1.11 Acceptable web addresses

A label may include the address of a company website, a QR code, or other machine readable code that directs users to a company website. The website must comply with the advertising restrictions for that particular medicine type.

To ensure this occurs, we recommend that websites identified on labels are such that:

- the sponsor has full control over the content
- the website address is Australian (that is, ends with '.au' or other justified suffixes that reflect Australian ownership of the address)
- information on the website is consistent with the [Therapeutic Goods Advertising Code](#) (or other advertising restrictions that apply to the medicine)
- information about the medicine (including any direct links from the website) is consistent with information approved by the TGA for that medicine.

# CONCEPT

Based on guidance from TGA this is what could be done

This can be included with our response to anticipated first round questions. We will only need to include the QR code which requires a decision on the domain name.

We can then create the landing page (see slide 4)

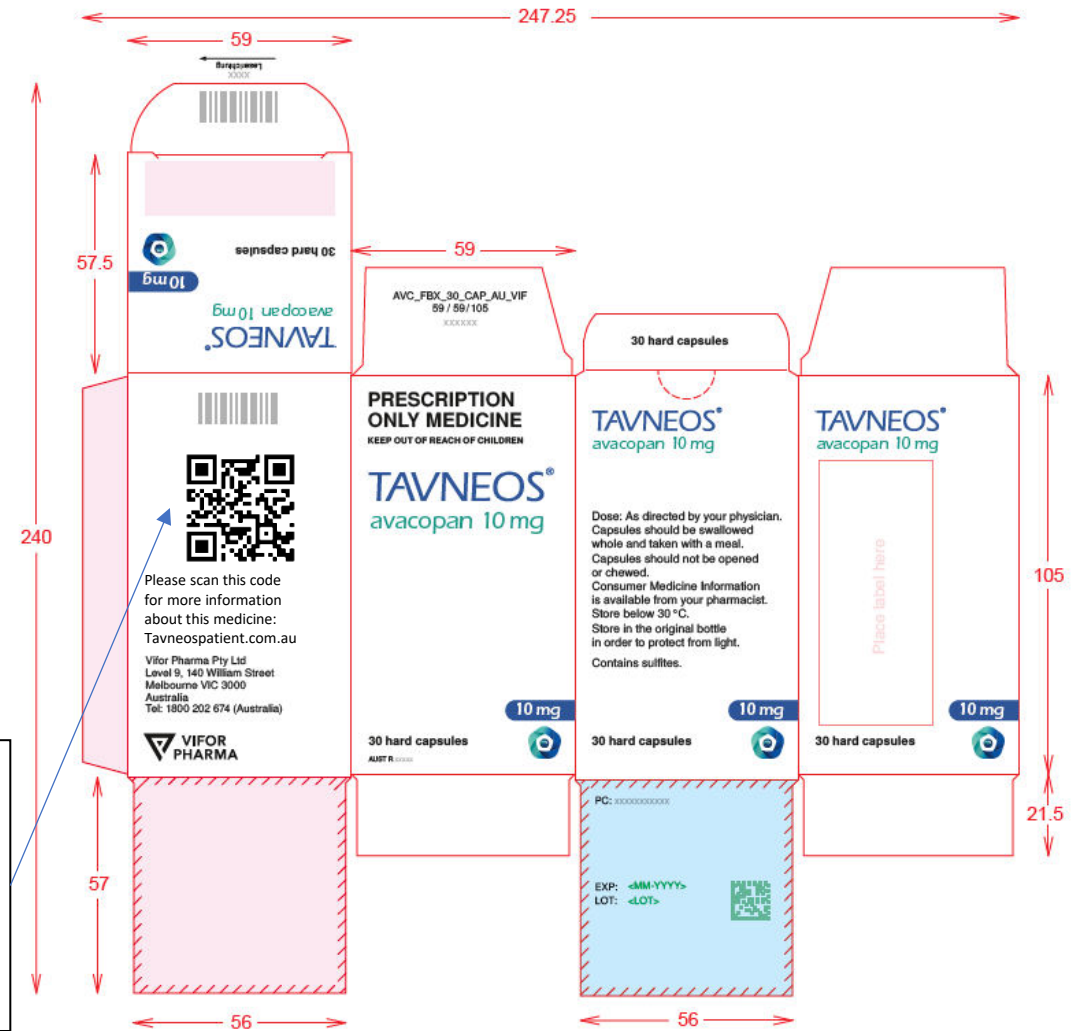
Links to ARTG CMI and PI will be included once available after registration.

## Please provide feedback on the below

1. Which Domain Name should be used?
2. What text is required around this on the box?

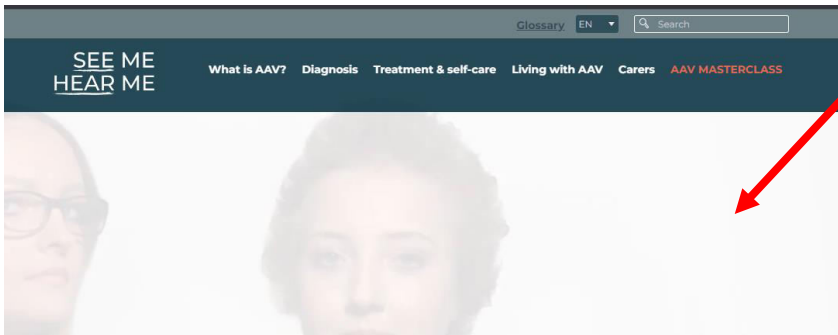
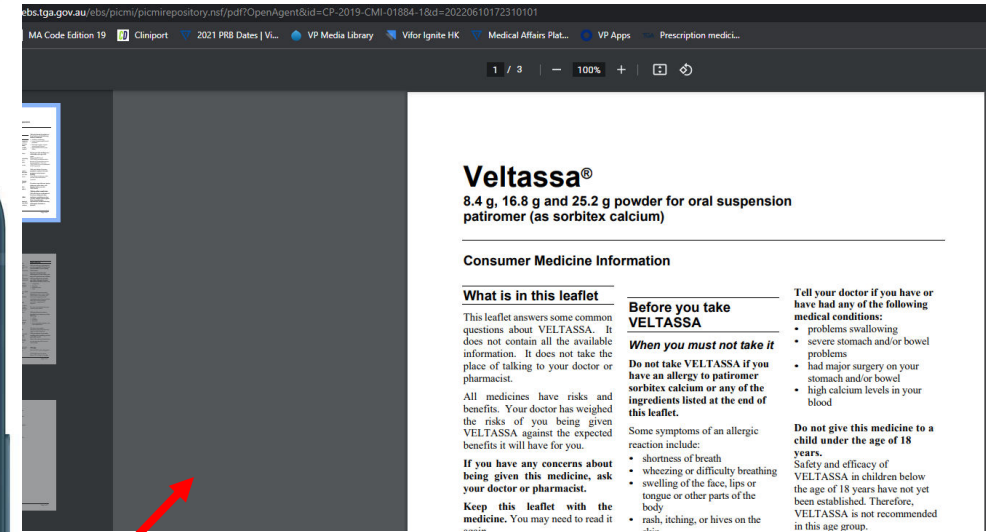
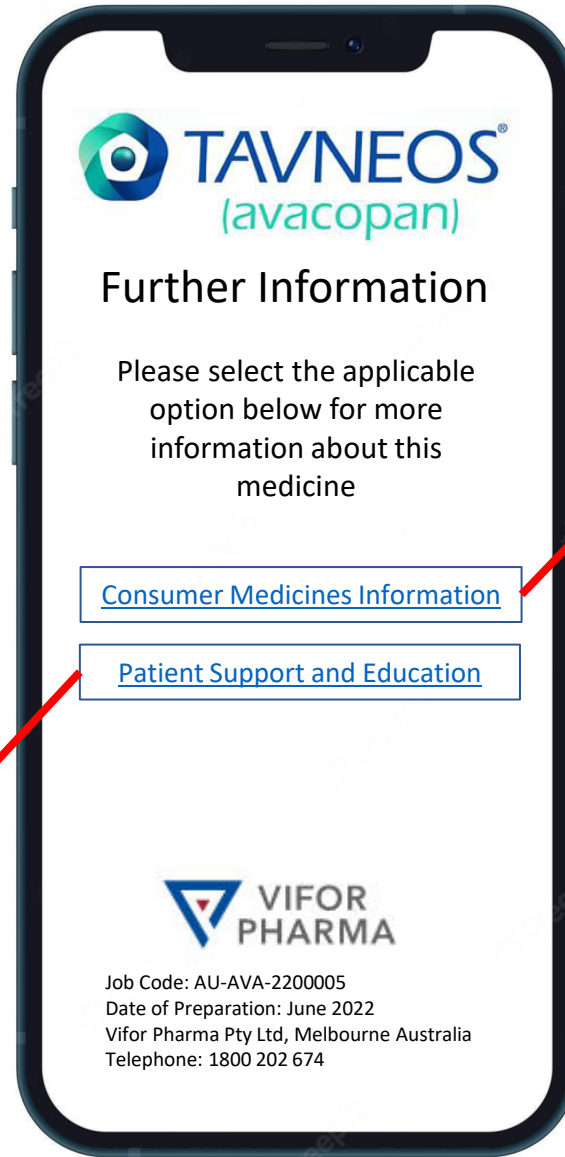
QR Code Links to 1 of the below. Patient is presented with a menu similar to slide 4

- Tavneospatient.com.au
- Tavneospatientinfo.com.au
- Tavneos-patient.com.au
- Tavneos-patientinfo.com.au



# CONCEPT

- Formatting, fonts, colours can be adjusted as appropriate
- Links are live and point to Veltassa materials, these will point to Tavneos materials when available.
- What mandatories are required?
- No need for NZ specific site yet... as medication not available in the region, however would be included if required.





## Further Information

Please select the applicable option below for more information about this medicine

[Consumer Medicines Information](#)

[Patient Support and Education](#)



Job Code: AU-AVA-2200005  
Date of Preparation: June 2022  
Vifor Pharma Pty Ltd, Melbourne Australia  
Telephone: 1800 202 674



# Supporting you with your TAVNEOS medication

This website is only intended for patients who have been prescribed TAVNEOS (avacopan)

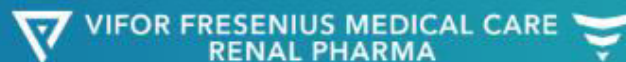
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## Further information

Please select the applicable option below for more information about this medicine

[Consumer Medicines Information](#)

[Patient Support and Education](#)



This website is educational, non-promotional and intended for patients in European Union and Great Britain who have been prescribed TAVNEOS (avacopan). For more information contact [medinfo@viforpharma.com](mailto:medinfo@viforpharma.com)

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