

9th PHARMA  
PACKAGING  
AND LABELING  
INNOVATION  
FORUM

# **STRATEGIC INNOVATION IN PHARMA PACKAGING:**

**HOW TO ADOPT TO  
GLOBAL MARKET  
TRENDS AND TO THE  
DISRUPTIVE  
ENVIRONMENT.**

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# **STRATEGIC INNOVATION IS THE “HOLY GRAIL” OF COMPETITIVE STRATEGY**



**“Innovation is critical to organizational survival”**

(Uhl-Bien et al., 2007).

# **WE ALL KNOW THAT BUT HOW CAN WE MAKE IT HAPPEN?**

1. No Formulas
2. Academic Tools + Real examples
3. Better understand
4. Learn from others
5. **Find the unique way to make it happen**



# WHAT IS A (COMPETITIVE) STRATEGY?

**“Competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of value...”**

- There is no best company
- There is no one way to compete
- The question is how am I going to be unique – to create **A Unique Value Proposition**



Porter, M. E. “What is Strategy” , *Harvard Business Review*, December, 1996.

# WHAT IS INNOVATION

“Innovation expresses the capability to generate new or improved products, services, or processes, using the existing capabilities, by recombining old resources or generating new ones, based on knowledge and creativity” (Nahum & Uman, 2024).



# **STRATEGIC INNOVATION**

**The capacity to generate new or improved ideas,  
change and reinvent the  
Unique Value Proposition**



**New  
treatment  
methods**

**Health Reforms  
Pharma Pricing**

**AI,  
Digitalization**

**Global Supply-  
Chains**

## **FEW GLOBAL MARKET TRENDS**

**Epidemics**

**Patient Centricity,  
Preventing  
HealthCare**

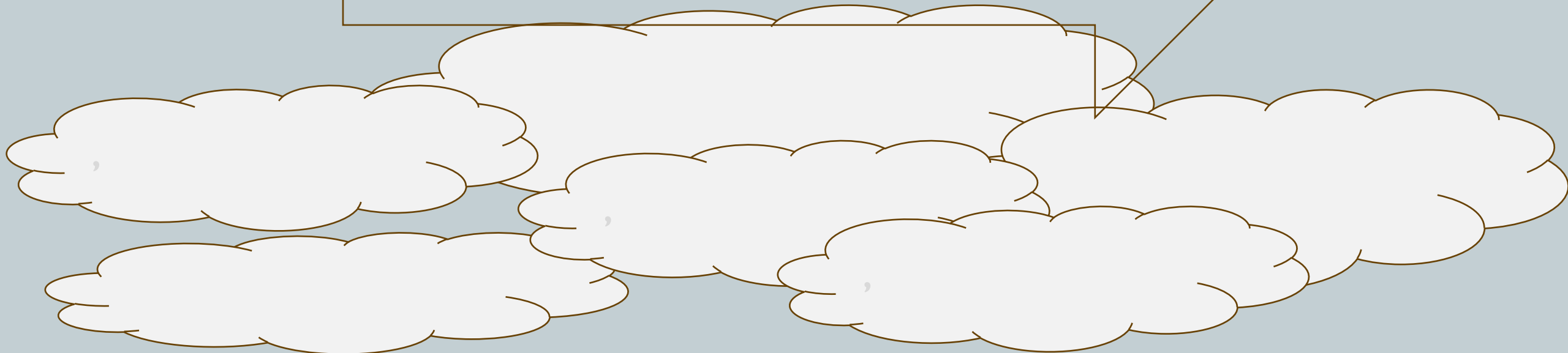
**Sustainability**

**Regulation:  
FDA**

**Pharma  
Company**

**Strategic Innovation**

**End  
Customer**



**Packaging and labels suppliers have to change the value to our customers – the pharma companies - so they can better face these challenges.**

Extracted from: [https://www.freepik.com/free-vector/realistic-wave-big-ocean-sea-curve-water-splash\\_7741538.htm#page=4&query=storm&position=38](https://www.freepik.com/free-vector/realistic-wave-big-ocean-sea-curve-water-splash_7741538.htm#page=4&query=storm&position=38)



# HOW CAN PHARMA PACKAGING COMPANIES INNOVATE?

- Product
- Materials
- Manufacturing Technologies
- Knowledge
- New way of Customers' Service
- New Business Model

# THE INNOVATION MATRIX

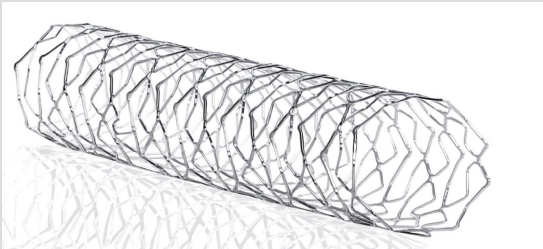
**MARKET**

**NEW**

**Semi – Radical Architectural**

**Radical Innovation**

**Incremental Innovation**



**Semi - Radical  
[Disruptive Innovation]**

**EXISTING**

**EXISTING**

**NEW**

**TECHNOLOGY/ BUSINESS MODEL**

# THE INNOVATION MATRIX

- **Easier to define the category as we look backwards.**
- **Radical or Incremental Innovation is Relative.**
- **It doesn't matter how you define it – As long as it creates**

## A UNIQUE VALUE PROPOSITION

# WHAT VALUE PHARMA COMPANIES ARE LOOKING IN PACKAGING?

- Stable Production, Quality & Reliability
- Drug Stability
- Price
- Packaging Sustainability
- Stable Supply Chain: Controlled & Monitored
- Support End Customers' Trust
- Service : Location, Stocks, Availability

**We cant be Best at all. We have to choose. The Essence of Startegy is what NOT to do**

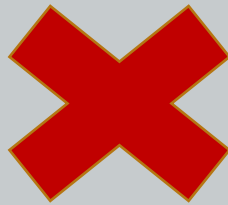


The essence of strategy is choosing what not to do.

— Michael Porter —

# BLUE OCEAN STRATEGY (CHAN & KIM, 2004).

## FOUR ACTIONS FRAMEWORK



### Raise

Which factors should be raised *well above* the industry's standard?



### Eliminate

Which factors that the industry has long competed on should be eliminated?

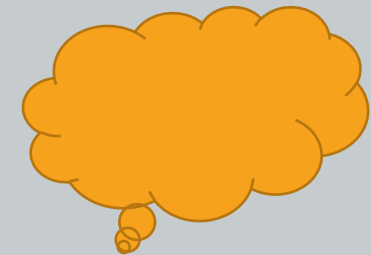
New Value Curve

### Create

Which factors should be created that the industry has never offered?

### Reduce

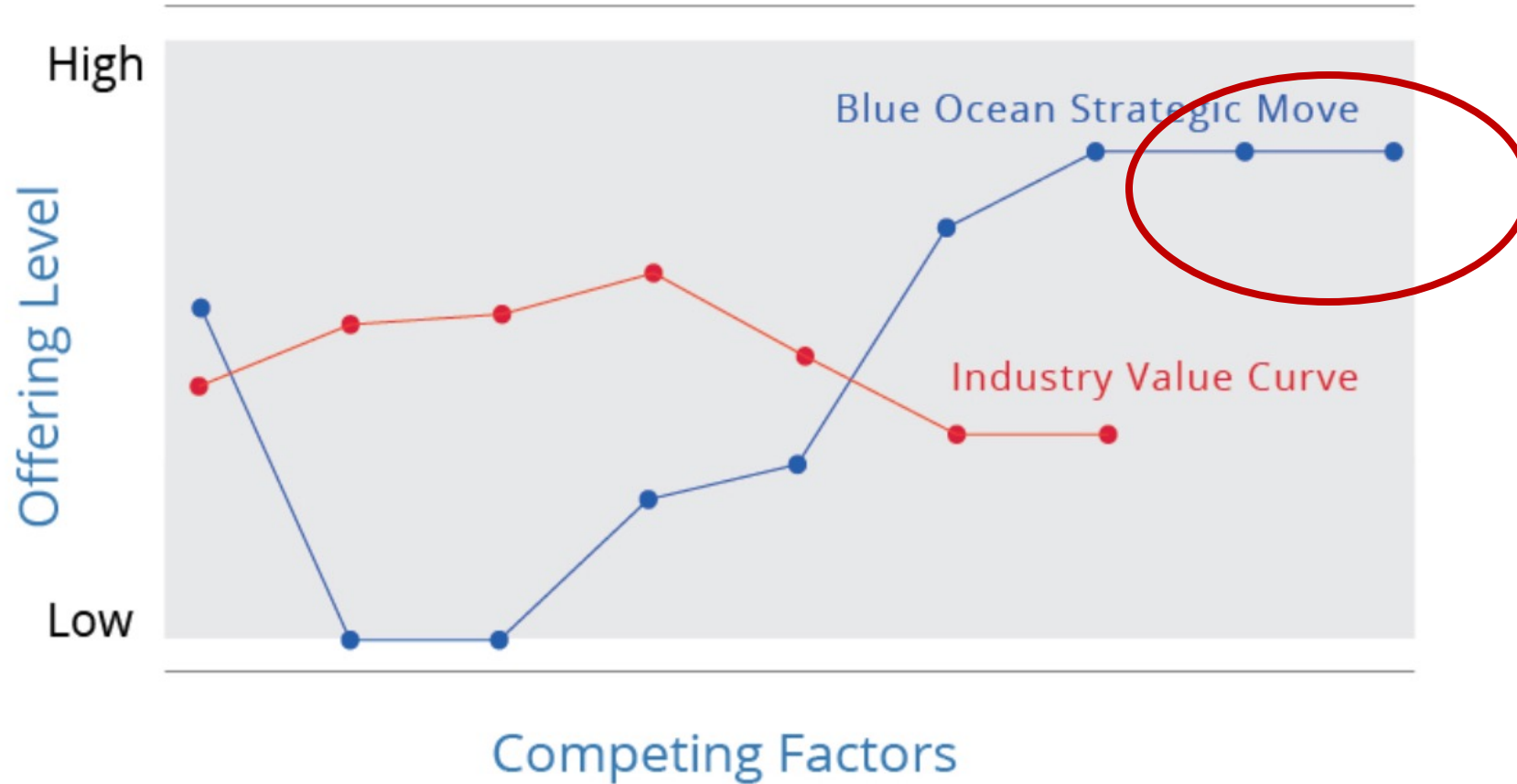
Which factors should be reduced *well below* the industry's standard?



<https://www.blueoceanstrategy.com/tools/>



# MAPPING THE FIRM AND ITS COMPETITIVE ENVIRONMENT STRATEGY CANVAS



W. Chan Kim and Renée Mauborgne. Blue Ocean Strategy. Harvard business review, October 2004. <https://www.blueoceanstrategy.com/tool>

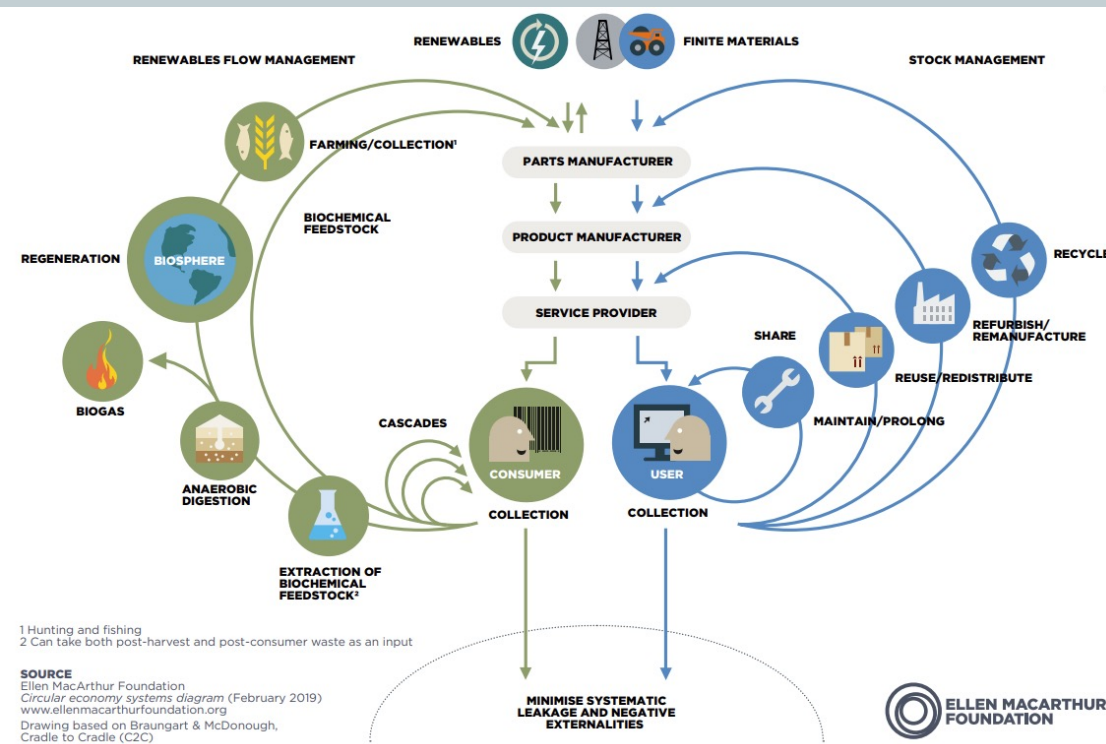
# **FEW EXAMPLES**



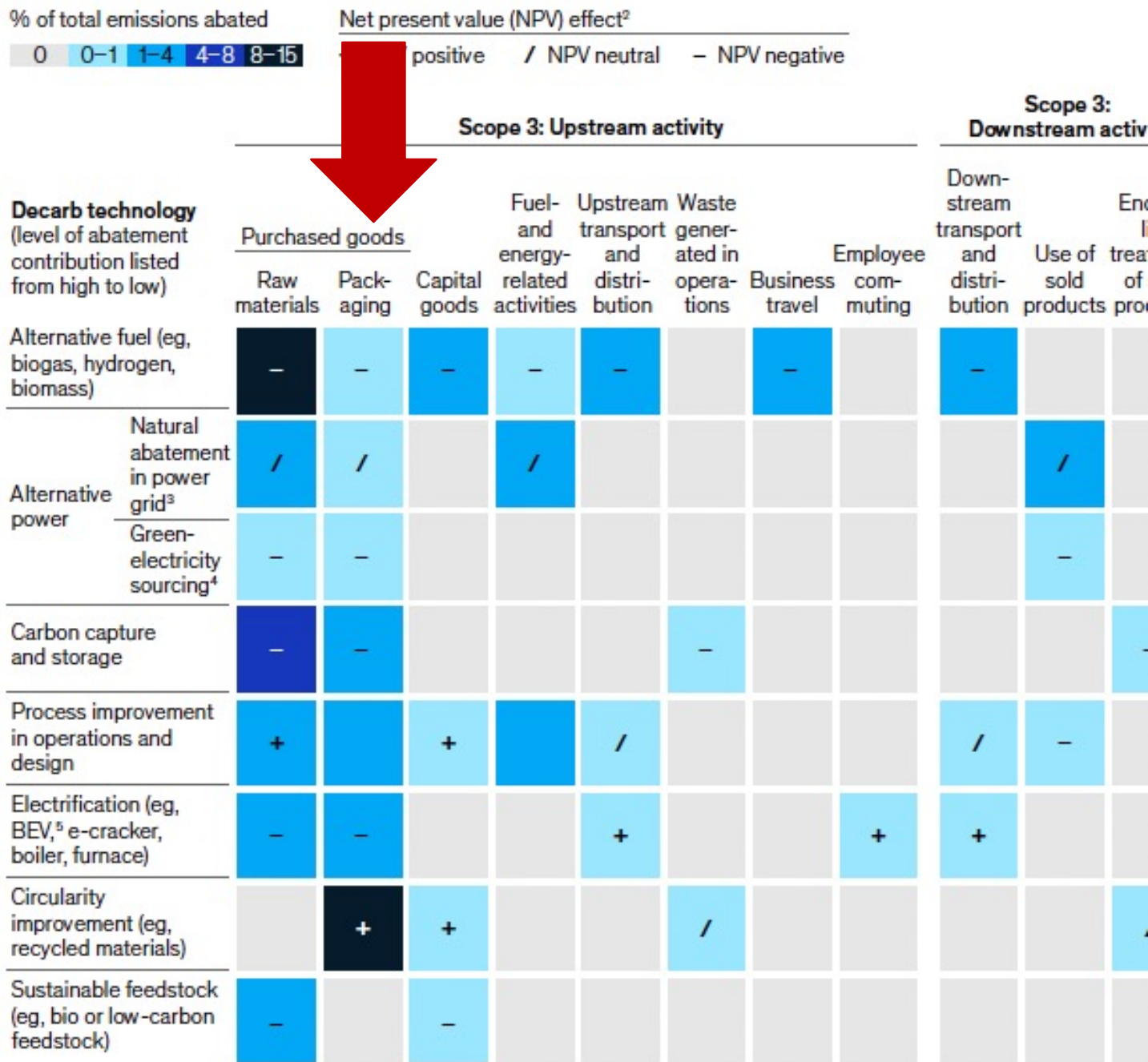
# SUSTAINABILITY

The worldwide effort to reach zero environmental impact by making circular economy a reality.

The effort to create a circular economy can serve as a powerful catalyst for innovation, even within a tightly regulated market that often leans towards traditional and established approaches to Pharma packaging.



Abated-emissions matrix for emissions source vs decarbonization technology, 2040<sup>1</sup>



McKinsey Report, Aug 23

ACCELERATING THE  
TRANSITION TO NET  
ZERO IN LIFE  
SCIENCES

” ....With the remaining 30 percent largely coming from packaging (Exhibit 2). ... “

# **PACIENT CENTRALITY - CONNECTIVITY**