

**Speech for Mary Kelly  
Target Vice President of Pharmacy  
at White House Conference on Aging**

It is said that Necessity is the Mother of Invention.

If that were entirely true, the molded amber prescription bottle that resides in nearly every American medicine cabinet would've been changed years ago.

Because, according our to research, many people who take prescription drugs stored in these bottles have taken them incorrectly.

In my view as a pharmacist, as a mother, and as a daughter, that is entirely unacceptable.  
So, I offer that what truly drives invention...  
what makes us rethink redesign and reshape our world is passion.

Passion drove Deborah Adler.  
She saw her grandmother take the wrong medication and decided the amber bottle had to change.  
She applied her design talents and took the first steps toward what would become Clear-Rx.

Deborah brought her design ideas to us at Target.  
And the passion of a consumer-driven company...  
the passion of 100 Target team members and pharmaceutical professionals...  
went to work on those basic design ideas and created a new prescription delivery system that replaces confusion with simplicity, clarity and understanding.

Cryptic labels...inconsistent and incomprehensible shorthand...  
and homogenous packaging  
have been replaced in Target pharmacies around the country with this...  
the new Clear-Rx system.

It's amazing what passionate and intelligent people can do.  
The first thing you notice about Clear-Rx is that it is built for human interaction.  
It is designed to fit the hands and eyes and minds  
of the people who take prescription drugs.  
The bottle itself is easy to hold and  
clearly communicates vital information with  
simple language and easy-to-read typography.

With the old bottle shape, labels wrapped around a curve,  
making them difficult to read.  
You had to turn the bottle to read instructions.  
Clear-Rx features a flat surface,  
so Target consumers can get all the vital information at a glance...  
without turning the bottle.

Information is also presented in a clear and intuitive hierarchy.  
The name of the drug is printed big and bold at the top of the bottle,  
making it easier to determine contents of the bottle at a glance.  
Large text in the primary area of the label  
tells consumers what is most important.  
Drug name, dosage and directions are clear, concise and  
always in the same place.  
Less critical information, which is still necessary,  
is printed below the primary text area.  
This includes quantity, expiration date and the prescribing doctor's name.

Additionally we designed a patient information card,  
securely tucked in the back of the bottle,  
which summarizes common uses,  
potential side effects and  
other information that patients may want to know.  
With the old amber bottles, this kind of information  
was generally printed on separate sheets of paper  
that the consumer often lost or misplaced.  
With Clear-Rx, this information stays with the bottle at all times  
and is provided in addition to the written monograph.

Color-coded rubber rings — available in six different primary colors —  
are attached securely to the neck of the bottle to provide  
even more clarity to the prescription process.  
Each family member can be assigned a particular color.  
This provides yet another line of defense against  
someone mistakenly ingesting medication intended for someone else.

The cap on this new bottle is child resistant, of course.  
The larger cap—along with our new wedge shape—makes it easier to grip.  
Adults with limited dexterity may struggle with it less than  
the smaller caps on the old amber containers.

In addition to textual clarity, warning and instructional icons have been updated. For example, warnings about potential drowsiness or dizziness, and taking medications while pregnant...among others... are now communicated with far more intuitive icons.

One of most popular innovations is the spill-resistant bottle for liquid medicines. Instead of pouring amoxicillin and other liquid drugs onto a spoon... and often all over the counter or floor... consumers simply insert a prepackaged syringe into the spill-resistant bottle and draw the precise amount of medicine they need. It is our hope that this will help improve both accuracy in administration, as well as compliance with duration of therapy.

What a transformation.  
What a huge, dramatic change for the better.  
As a pharmacist, I can look back and recall incremental improvements in our industry.  
But this is no small, incremental step.  
This is a huge leap that moves us from archaic bottles and cryptic labels to a new prescription delivery system that may elevate consumer literacy to an astonishing new level.

As you can tell, I am passionate about this subject.  
But I am not alone.  
Richard Carmona, U.S. Surgeon General, reviewed Clear-Rx and said, "I would like to congratulate Target on its leadership in designing a new, more easily understandable prescription bottle. The new design is a simple, yet important step in improving the health literacy of all Americans."

Dr. Carmona's comments mean a great deal to me as a pharmacist, as a healthcare professional and as a Target executive.

Just as important, the people using our new Clear-Rx system have expressed universal satisfaction with the new system. We have collected comments from Target guests in a number of locations and we have heard some rewarding feedback.

One guest said, "This just looks like something Target would do. It's smart, it's safe and I will never go anywhere else."

Another guest said, "I used to go to two different pharmacies for my kids' prescriptions so I wouldn't get them mixed up. Now I don't have to."

A mother of three, who is expecting a fourth, told us, "This is perfect for my family."

Another mother said, "I spilled the amoxicillin last week, so my son had to go without antibiotic for two days. I am so excited about the new dispensing syringe."

Another Target guest said, "I love the color coding. I can't believe it doesn't cost more."

I feel particularly good about this last statement.

The truth is, the new Clear-Rx system does cost more.

Target decided to invest in research, design and testing.

Also, manufacturing the new bottle is more expensive.

But we do not intend to pass these costs onto our guests.

As a company, we believe we are responsible to elevate health literacy to the highest level possible.

We believe we need to do everything in our power to ensure positive outcomes for Target guests

who fill their prescriptions in our pharmacies.

And we believe that it is our responsibility

to innovate and make healthcare...and life in general...better for the people who visit our stores.

We believe these things with great conviction and great passion.

Our company brand line states that our guests should,

"Expect more and pay less."

I believe the introduction of Clear-Rx demonstrates that we are living our brand.

But as proud as we are and I am of Clear-Rx,

there is one thought I want to share before we open the floor to your questions.

We have not reached a final destination with Clear-Rx. Because,

as John Dewey said, "Arriving at one goal is the starting point to another."

We have certainly elevated health literacy in our pharmacy,

but we are committed to continuously improving the Clear-Rx system,

and we see this as a collaborative process.

Target Corporation has great resources and incredible talent at our disposal.

Clear-Rx is evidence of that.

We intend to apply these resources and this talent

to advance Clear-Rx and related health literacy initiatives.

And we welcome all ideas, all opinions and all suggestions.

Because I believe that the collective intelligence and passion

of people in this industry...including everyone gathered here today...

can lead to more important breakthroughs, like Clear-Rx.

I appreciate your time and attention.

Whether it's today or in the near future, I hope you take time

to share any thoughts you might have

on how we can make Clear-Rx even better.

Thank you.