



Veterinary
Medicines
Directorate

Independent Biennial Survey of Pharmaceutical Industry Customer Views of VMD Regulatory Services - 2016

Objectives

- Measure customer satisfaction with the VMD services
- Comparison with previous years
- Comparison with other major EU agencies
- Identify areas for improvement

Approach

- Independent survey – Mo Gannon Associates
- Web based survey
- Optimised questionnaire
- Multiple responses per company allowed
- Follow up interviews with willing customers

Response

- High response rate
 - 218 responses – 88% increase on 2014
- Similar cross section participation
 - Types of respondents
 - Size of companies
 - Geographic locations

Comparison with other EU agencies

% scoring good / excellent	UK	IRE	FR	DE BVL	DE PEI	ESP
Quality of advice given	1	2	5	4	3	6
Quality of scientific assessment	1	2	5	4	3	6
Flexibility of approach	1	2	6	4	3	5
Consistency of advice	1	2	5	4	3	6
Feel like valued customer	1	2	6	5	3	4
Issues formal National documentation within a reasonable timescale	1	3	5	4	2	6
Reputation within Europe	1	2	5	4	3	6
Satisfaction as RMS in MRP	1	2	3	5	6	4
Satisfaction as RMS in DCP	1	2	6	3	5	4
Overall value for money	2	1	3	4	6	5

BVL: the Federal Office of Consumer Protection and Food Safety is the German agency for veterinary drugs
 PEI: the Paul-Ehrlich-Institute is the Federal Institute for Vaccines and Biomedicines in Germany

Results – Teams

Teams	% scoring overall level of service as good or excellent	Comparison between years
Licensing administration	95	Similar and high
General assessment (validation)	94	Similar and high
GMP/GDP inspections	91	Similar and high
Pharmaceutical Assessors	87	Similar and high
Pharmacovigilance	87	Improvements seen on all parameters
Finance	87	Similar but with several improvements
Biological Assessors	79	Similar or decreased
Enforcement	44	Overall level of service improved.

Results – Processes

Teams	% scoring overall level of service as good or excellent	Comparison between years
Joint labelling	73	Overall satisfaction improved
Products Literature Standard	77	Similar or slight improvement
Vaccine Batch release	97	Mainly similar
Batch recall	88	Similar
Pharmacovigilance inspections	67	NEW
E-submissions	> 70	NEW
Product Information Database (PID)	> 78	NEW

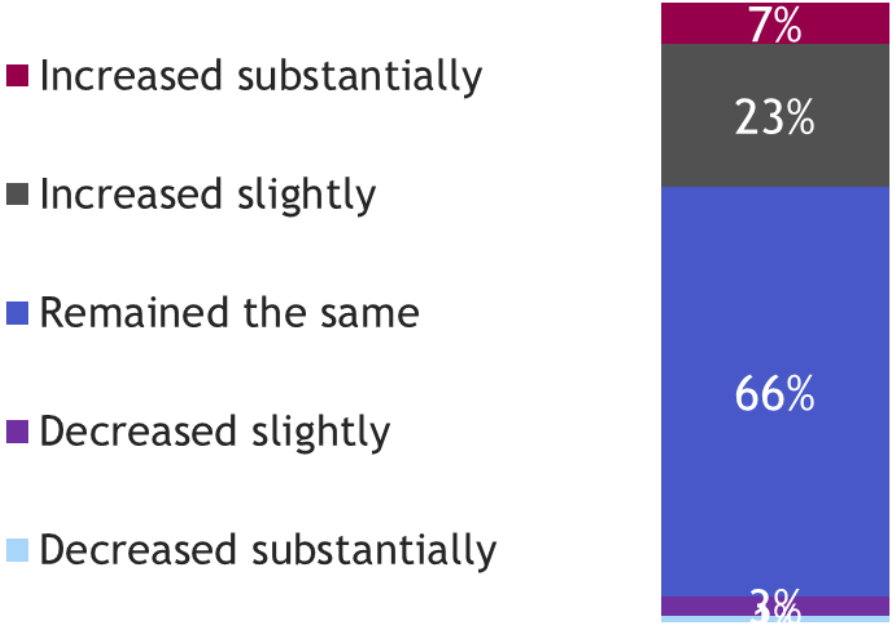
Communications

- 80% agreed the VMD met the Charter at least most of the time
- 50% read [MAVIS](#) and rated highly on clarity, helpfulness and timeliness of articles
- Website feedback very positive but still issue with ease of finding information



Overall satisfaction with the VMD

Similar results with previous years



2016 (n=195)