

# Customer Survey Results

## Extract from Industry event 12 June 2014



# Objectives

- Measure pharmaceutical industry satisfaction with VMD services
- Compare with previous years
- Compare with other key MS
- Identify areas for improvement



# Approach

- Independence – Mo Gannon Associates
- Preliminary exploration of “issues” with a small group of customers
- Web based survey
- Analysis
- Selective telephone follow-up



# Web Based Survey

- 116 responses
- Good cross-section
  - MAH/MfA/WDA
  - NOAH/Others
  - UK/EU/(third country) based
  - Number of MAs



# Teams

Teams	% scoring service as Good or Excellent
Inspections	97
Licensing Administration	93
General Assessment (Validation)	90
Immunologicals	93
Pharmaceuticals	92
Finance	75
Pharmacovigilance	70
Enforcement	27



# Activities

Activity	% scoring service as Good or Excellent
Batch release (vaccines)	100
Batch recall	75
Product literature standard	70
Export certificates	63
Joint labelling	58



# Europe - Authorisation

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

# Communications

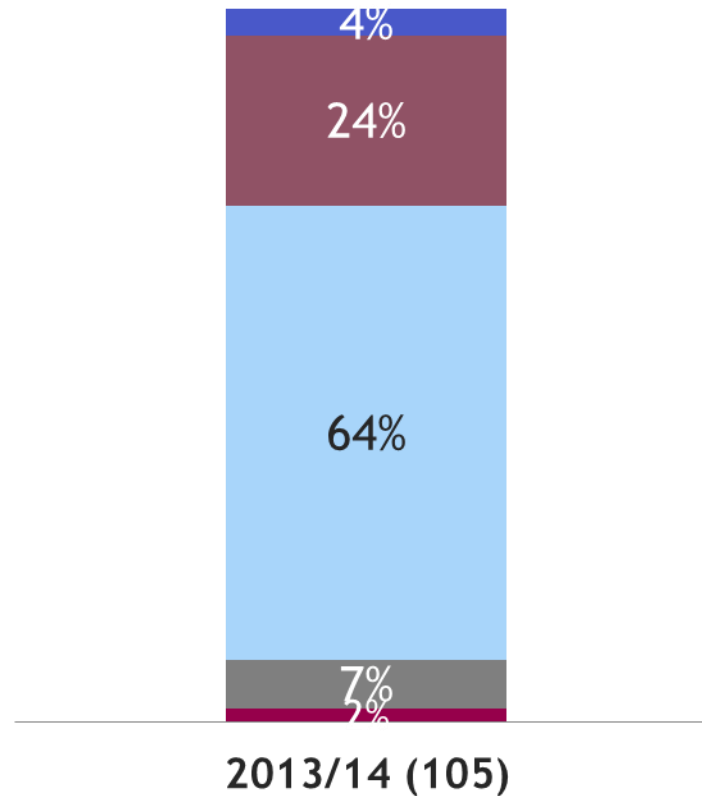
- 79% felt the charter was at least mostly met
- MAVIS scored highly for clarity and helpfulness of articles
- Communications were timely (acceptable) for 92% of respondents
- The website scored well except for ease of finding information (59% scoring it good / excellent). All criteria had improved since 2011





# Overall Satisfaction

- Increased substantially
- Increased slightly
- Remained the same
- Decreased slightly
- Decreased substantially



# Customer Survey Action Plan

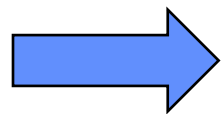


ASSURING THE SAFETY, QUALITY AND EFFICACY  
OF VETERINARY MEDICINES



# Customer survey objectives

- Measure pharmaceutical industry satisfaction with VMD services
- Compare with previous years
- Compare with other key MS
- **Identify areas for improvement**



starting point for action plan



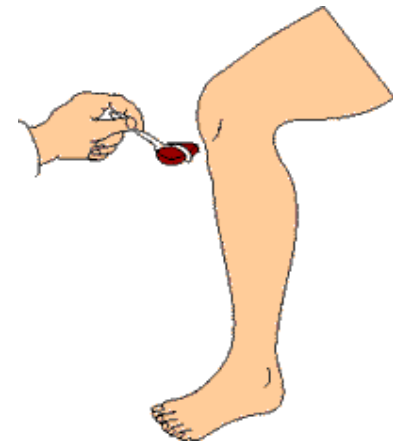
# Identification of areas for improvement

- Results overall positive
- Several areas less so
- Identified by:
  - Score lower than “good/excellent”
  - Drop in score cf previous survey
- Reveiwed by project team



# Considerations

- Good turnout
  - 2014: n=116
  - 2011: n=147
- ...but still need to avoid:
  - knee-jerk reactions
  - complacency



# Follow-up telephone interviews

- Understanding behind scores
- Four areas identified:
  - Joint labelling
  - Product literature standard
  - Pharmacovigilance
  - Enforcement



# Joint labelling

- Identified for review:
- Clarity
  - Guidance
  - Communication, liaison with IE
- Overall satisfaction
  - Pragmatism/flexibility
  - Consistency
  - ...others (varied)



# Product literature standard

- Identified for review:
  - Pragmatism
  - Consistency
  - ... and therefore also clarity of guidance (although this scored high)





# Pharmacovigilance

- Identified for review:
  - Speed of response to queries
  - Case narrative summary quality
  - Handling of duplicate reports
  - Pragmatism assessing DDPS



# Enforcement

- Identified for review:
  - Communication of outcomes
    - Advertising
    - Product-related
  - Perceived lack of/selective action



# Already happening

- Joint labelling
  - Updated clarification paper
- Product literature standard
  - Review already in progress
- Pharmacovigilance
  - Duplicates identification overhauled
- Enforcement
  - Enforcement/seizure notices published on website



# Looking ahead

- End June/beginning July:
  - Publication of MAVIS article
  - Summary of results slides (website)
  - Action plan (website)
- New year 2015:
  - Publication of actions taken (website)

