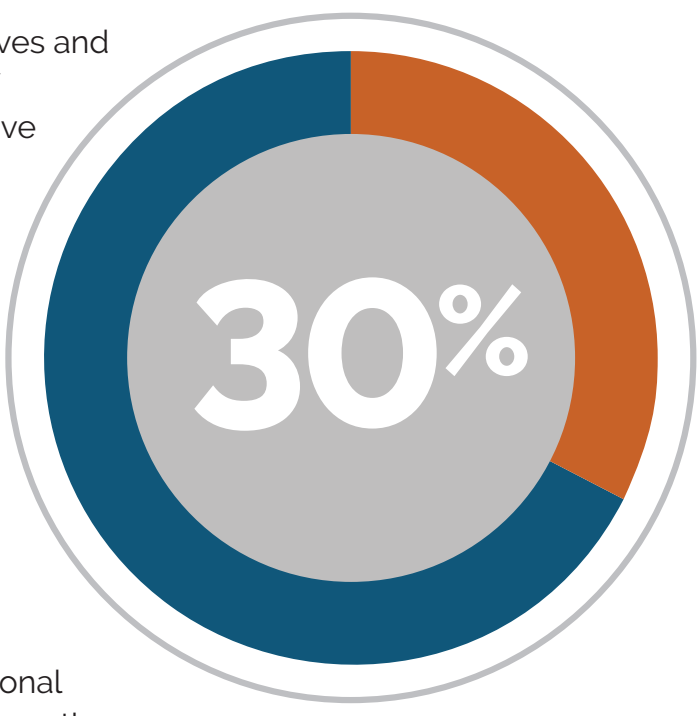
6 Ways Quality Data Can Drive Performance

In a recent survey of senior executives and quality professionals, 30 percent of respondents reported seeing positive results in their earnings and profits over a five-year period due to quality performance initiatives, and a similar number say their quality efforts have played a role in boosting sales.



The key to driving performance is access to complete, accurate and meaningful data. Quality departments that can structure relevant data to create meaningful insights can directly impact operational efficiency, speed to market and many other areas.

Below are six ways quality teams can use data to drive performance:

1 Limit risk and recalls

Pharmaceutical manufacturers that take a more proactive approach to quality can reduce risks, including the risk of recalls. Many leading manufacturers accomplish this by closely monitoring first time right percentage—the ability to complete every step of their processes right the first time. This approach extends out to their suppliers and other business partners as well.[1]

2 Improved product quality, patient outcomes and customer satisfaction

The benefits of a culture of quality are far reaching. When a product functions as intended, outcomes are improved and satisfaction among customers (clinicians, consumers) is higher. When questioned on their driver for quality improvement initiatives, two-thirds of senior executives and quality professionals report that it is customer demand for quality.[2] A quality culture requires a continuous loop whereby patient and clinician feedback is relayed back to research and development (R&D) to help drive continuous improvements.

3 Drive operational excellence

The infusion of quality throughout people, processes, products and technologies drives overall operational excellence. It can result in reduced cycle times, cost savings, increased margins and additional performance-oriented outcomes. Nearly half (47%) of senior executives and quality professionals surveyed report that their quality efforts have increased profitability.[3] Quality data can be used to optimize systems and processes to drive operational excellence.

37 percent of senior executives and quality professionals state that more than 10 percent of employees' time is consumed by addressing yet-to-be-resolved quality issues each week. And this problem isn't going away. Nearly half of those surveyed (44%) said the amount of time employees spend addressing unresolved or ongoing quality issues has increased over the past three years.[4]

4 Accelerate time to market

According to the Tufts Center for the Study of Drug Development, the average cost to develop and gain marketing approval for a new drug is $2.558 billion.[5] Improving overall quality management can reduce errors and related setbacks during the drug development cycle, enabling a manufacturer to deliver its product to market sooner. Cutting the cycle time down by even a month could potentially pay for any quality improvement costs - and more

5 Meet compliance requirements

Even though the FDA and other regulators have placed an increased emphasis on pharmaceutical quality, manufacturers still have to ensure compliance with new and emerging regulations. Compliance has not gone away; rather it has been coupled with quality. Manufacturers can leverage highly efficient quality management systems and quality metrics to achieve proactive compliance and thereby reduce regulatory scrutiny.

6 Drive greater supplier quality

The quality of a pharmaceutical manufacturer's suppliers has a direct impact on the quality of its processes and products. McKinsey & Company examined 40 quality incidents across eight different industry sectors and found over 40 percent were due to supplier quality issues.[6] Manufacturers that implement rigorous and thorough quality management programs that extend out to their suppliers can not only improve product quality but also save time and money by minimizing risk and errors related to their business partners. Data from supplier quality management programs can be used to evaluate and compare suppliers based on historical and current performance.

[1] https://www.isixsigma.com/community/blogs/pfizer-right-first-time/

[2] Forbes Insights: The Rising Economic Power of Quality." Forbes Magazine, 2017 https://www.forbes.com/forbesinsights/asq_economics_of_quality/

[3] Forbes Insights: The Rising Economic Power of Quality." Forbes Magazine, 2017 https://www.forbes.com/forbesinsights/asq_economics_of_quality/

[4] Forbes Insights: The Rising Economic Power of Quality." Forbes Magazine, 2017 https://www.forbes.com/forbesinsights/asq_economics_of_quality/

[5] http://csdd.tufts.edu/news/complete_story/tufts_csdd_rd_cost_study_now_published

[6] Supplier quality management: A proactive and collaborative approach, McKinsey & Company, December 2012. http://www.mckinsey.com/practice-clients/operations/supplier-quality-management-a-proactive-and-collaborative-approach

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