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# Customer Satisfaction Survey 2007

January 2008

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# Objectives

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The objectives of the research are the same as in 2004:

- To benchmark the VMD compared with July 2004
- To identify improvements since 2004 in order to celebrate success
- To identify areas for improvement in order to better satisfy the needs of potential MA holders and therefore gain more of the potential business, particularly with respect to regulatory authorities in France, Germany and Ireland

## Methodology - In two phases

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### ■ Phase I - Qualitative phase

#### ■ Personal executive interviews in UK offices

- Executive in-depth interviews were carried out with UK-based MA holders at their office and telephone executive in-depth interviews were conducted with offices in Germany, France, Ireland and USA

#### ■ Eligibility criteria included:

- Companies with many MA's to companies with just one or two MA's
- NOAH & non NOAH members
- Consultants
- Companies who considered themselves as mainly innovators, mainly generic companies or equally both

Sample achieved (UK): n=6

No of MA's held	NOAH	Non NOAH
1 - 10	1	1
21 - 49	2	
50+	1	
Consultant		1

**Company classification:**

Mainly an innovator 1  
 Mainly generic 3  
 Equally both 1  
 Consultant 1

Sample achieved (European offices): n=7

European offices were contacted by an executive by telephone. Interviews lasted about an hour

	Germany-based	France-based	USA-based	Ireland-based
No of interviews	2	2	2	1

**Company classification:**

Mainly innovator	6
Mainly generic	0
Equally both	1

## Methodology Phase II

- Quantitative internet survey based on the findings in the qualitative phase
  
- Eligibility Criteria
  - One response submitted per MA holder (different to 2004 where multiple responses would have been possible)
  - All to have had contact with the VMD in the last 12 months
  - All to have had personal experience of at least one of the VMD departments

## Sample achieved for quantitative survey

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- 2007: Total of **39** completed questionnaires
  - 36 completed the Web survey
  - 3 completed paper questionnaires
  
- These included:
  - 5 independent consultants
  - A range of MA holders
    - 1 - 10 MA's 59%
    - 11 - 100 MA's 27%
    - 100+ MA's 15%
  - 41% NOAH members, 56% Non NOAH members

## Sample in 2004

### Comparison with 2004 survey

- Sample size=32 compared with 39 in 2007
- There were a larger proportion of companies with over 10 MAs (40% had up to 10 MAs in 2004, 59% in 2007)
- Responses not limited to one per company in 2004

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# MAIN FINDINGS - a summary

## Satisfaction with VMD high

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*“Cannot fault it - very satisfied” (Small non NOAH)*

*“Between 8 and 9 out of 10. As happy as I could be” [does not give 10’s!] (Small NOAH)*

*“7/10. They are doing their best and go out of their way to help when necessary” (Large NOAH)*

*“Very satisfied” (Consultant)*

## Assessing performance in quantitative phase uses scale of 1 to 5

■ In order to assess which parameters performed well and which were underperforming, a 5 point scale was used where:

- 1 = poor
- 2 = below average
- 3 = average / acceptable

- 4 = good
- 5 = excellent

} % of respondents scoring 4 or 5 on each parameter was considered

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# LICENSING ADMINISTRATION

## 2007: Licensing Administration

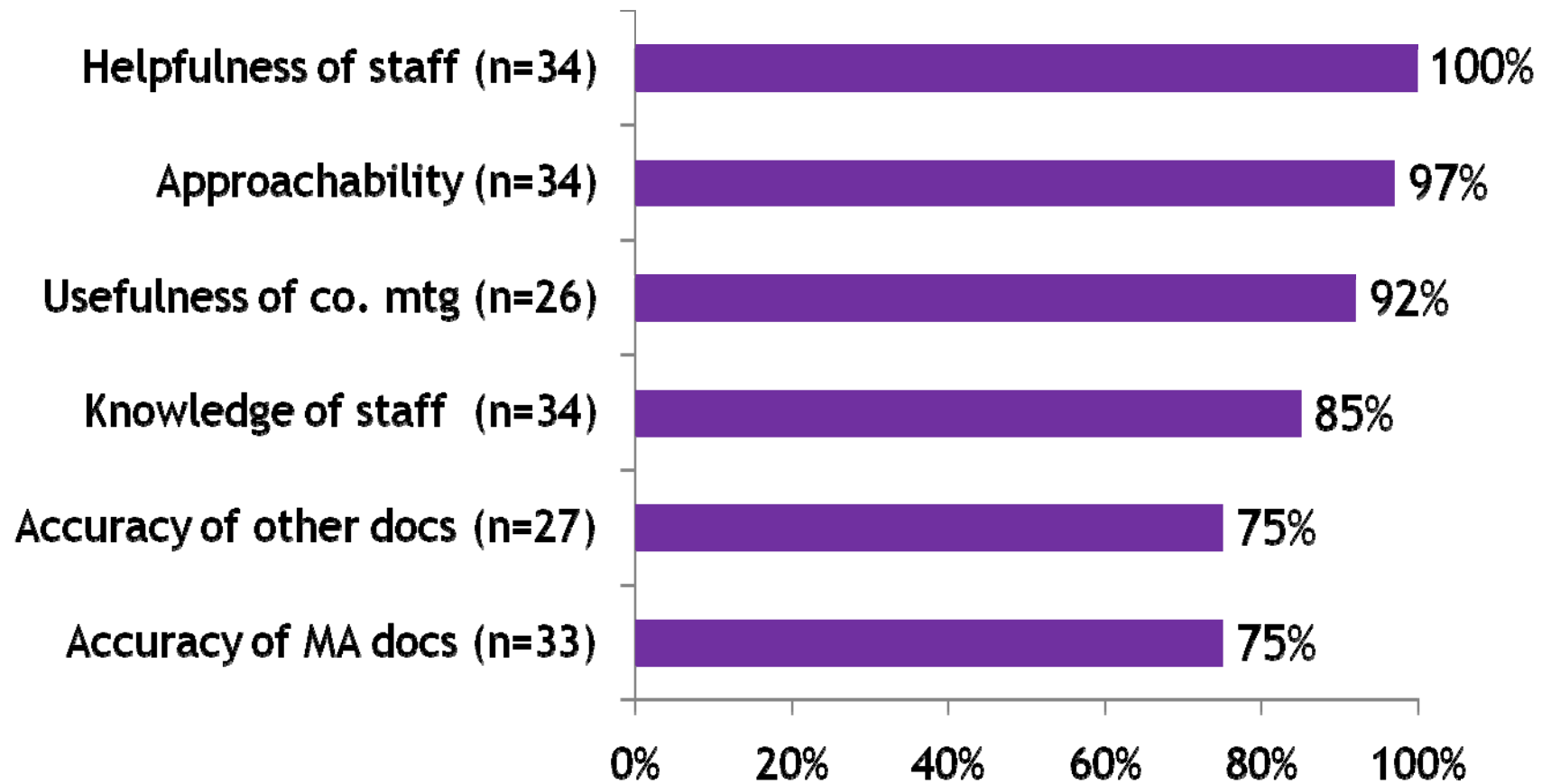
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**86%** of respondents rated the **overall service** given by licensing administration in the last 12 months as **good or excellent**

2007: Licensing Administration - nice & knowledgeable!



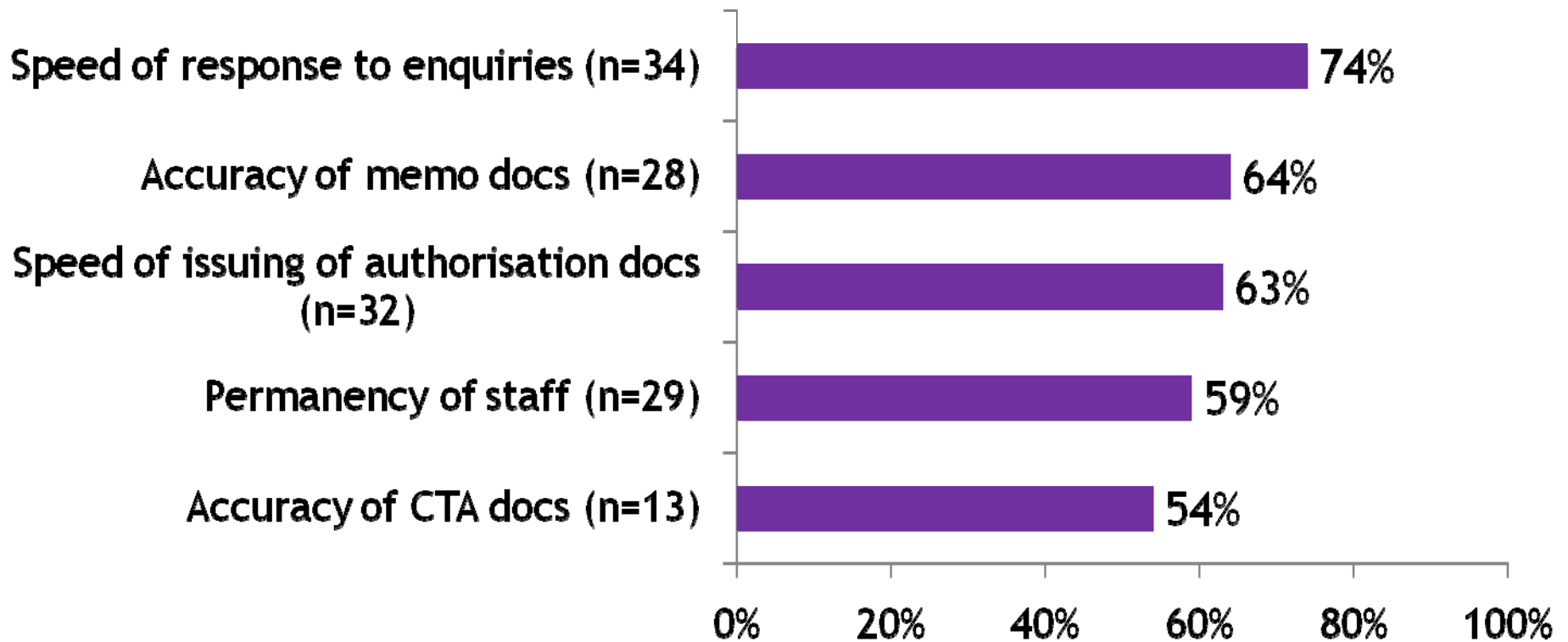
Parameters scoring good or excellent by 75% or more respondents



2007: Licensing Administration - Could still improve on speed & accuracy

## Areas for possible focus

Parameters scoring good or excellent by less than 75% of respondents



## 2004 vs. 2007: Licensing Administration

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- Compared with 2004, **overall level of service had improved** (mean scores 3.5 (2004) vs. 4.1 (2007))
  
- Compared with 2004, **Licensing Administration had improved on all parameters tested in both years**

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# VALIDATION

(NEW TO 2007)

## 2007: Validation

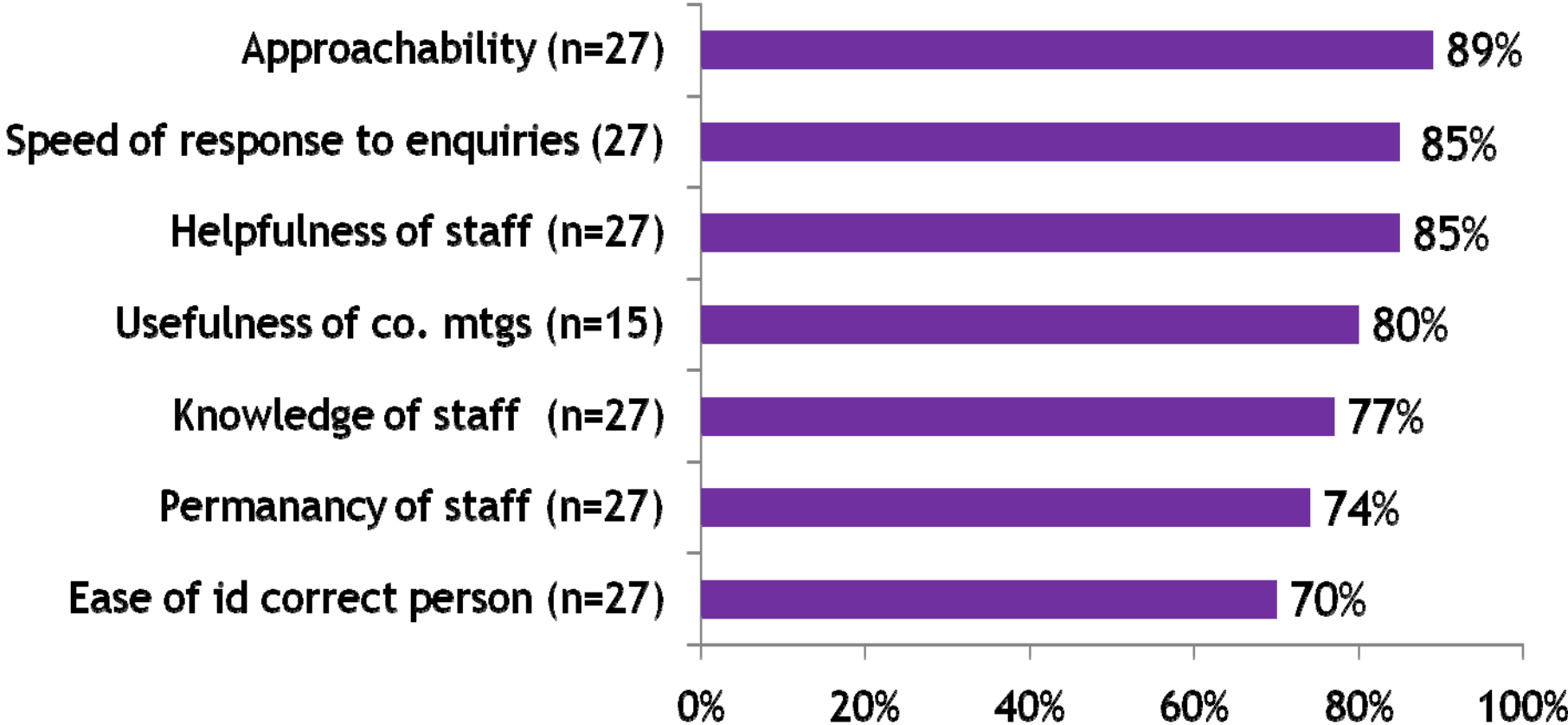
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In 2007, **86%** of respondents felt that the overall level of service offered by the validation process in the last 12 months was **good or excellent**



2007: Validation - All parameters good / excellent by 70%+ respondents

Parameters scoring good or excellent by 70% or more respondents



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# HARMONISATION

(NEW TO 2007)

The next two questions refer to those products authorised on a **national only** basis in UK and Ireland which have undergone the **formal VMD / IMB joint SPC and labelling harmonisation procedure**

NOT :

- joint labelling
- alignment procedure

## 2007: Harmonisation

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In 2007, **63%** of respondents felt that the overall level of service offered by the harmonisation process in the last 12 months was **good or excellent**

## 2007: Harmonisation

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In 2007, results revealed a **mixed response** to the service with **all** parameters having been scored as good or excellent by **less than 75%** of respondents

However, caution LOW BASE

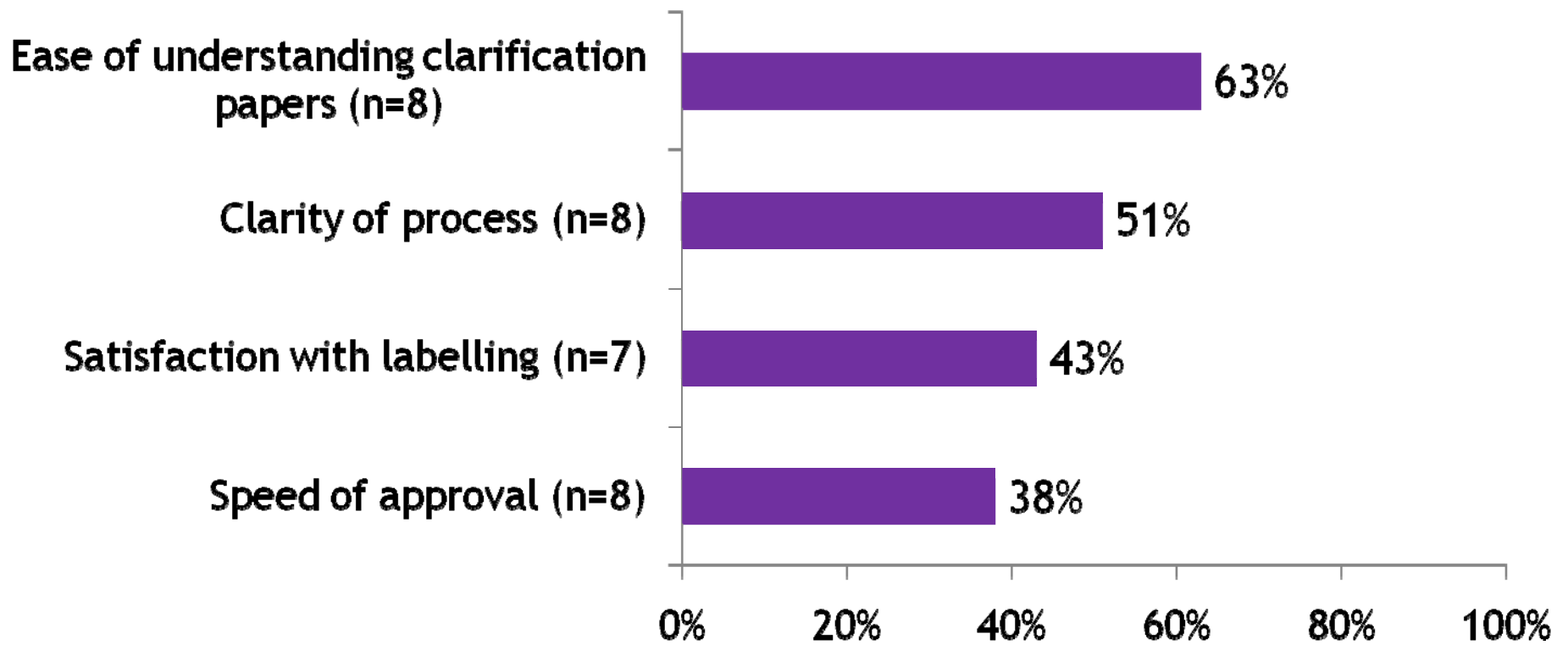
# 2007: Harmonisation - Results variable

CAUTION LOW BASE



## Areas for possible focus

Parameters scoring good or excellent by less than 75% of respondents



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# PHARMACEUTICALS TEAM

2007: Pharmaceuticals team

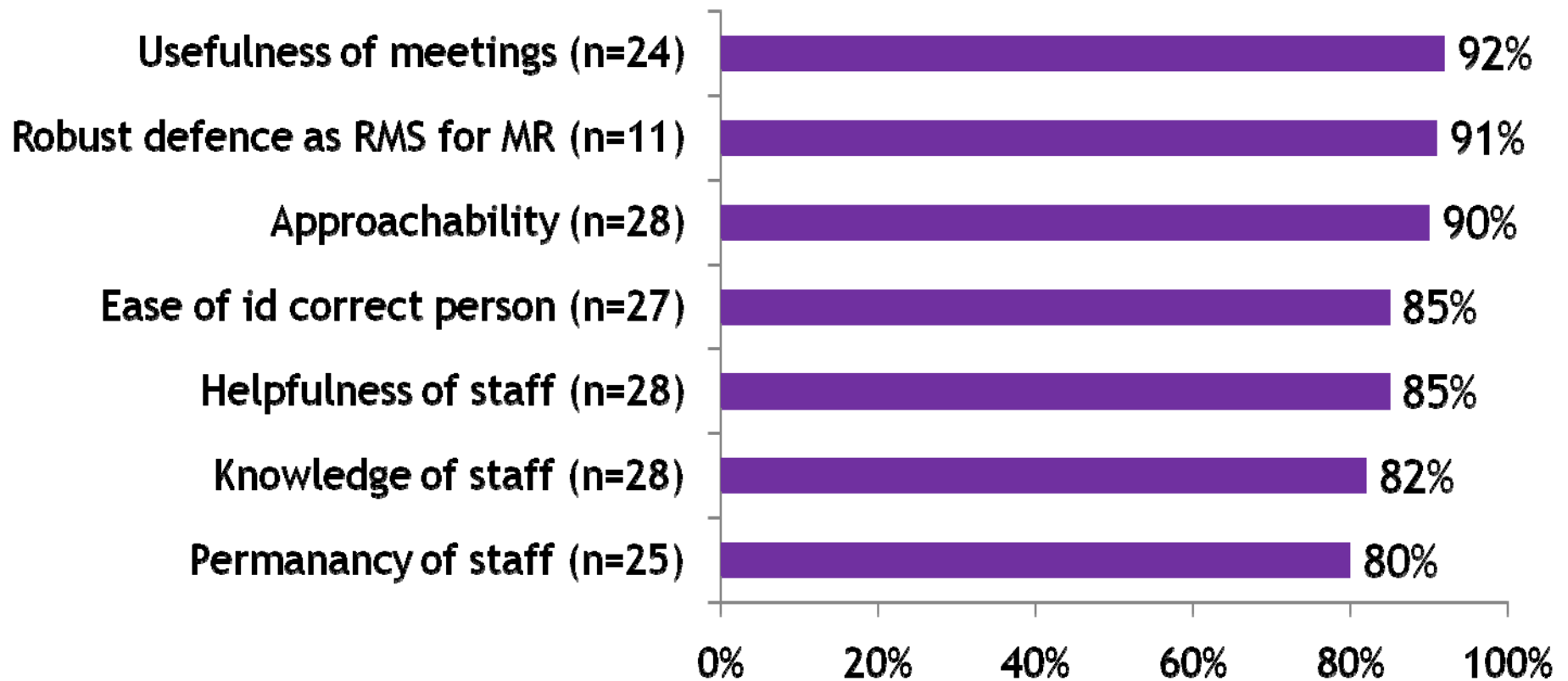
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**79%** of respondents rated the **overall service** given by the Pharmaceuticals team in the last 12 months as **good or excellent**

2007: Pharmaceuticals team - Also nice & knowledgeable & stable in their position



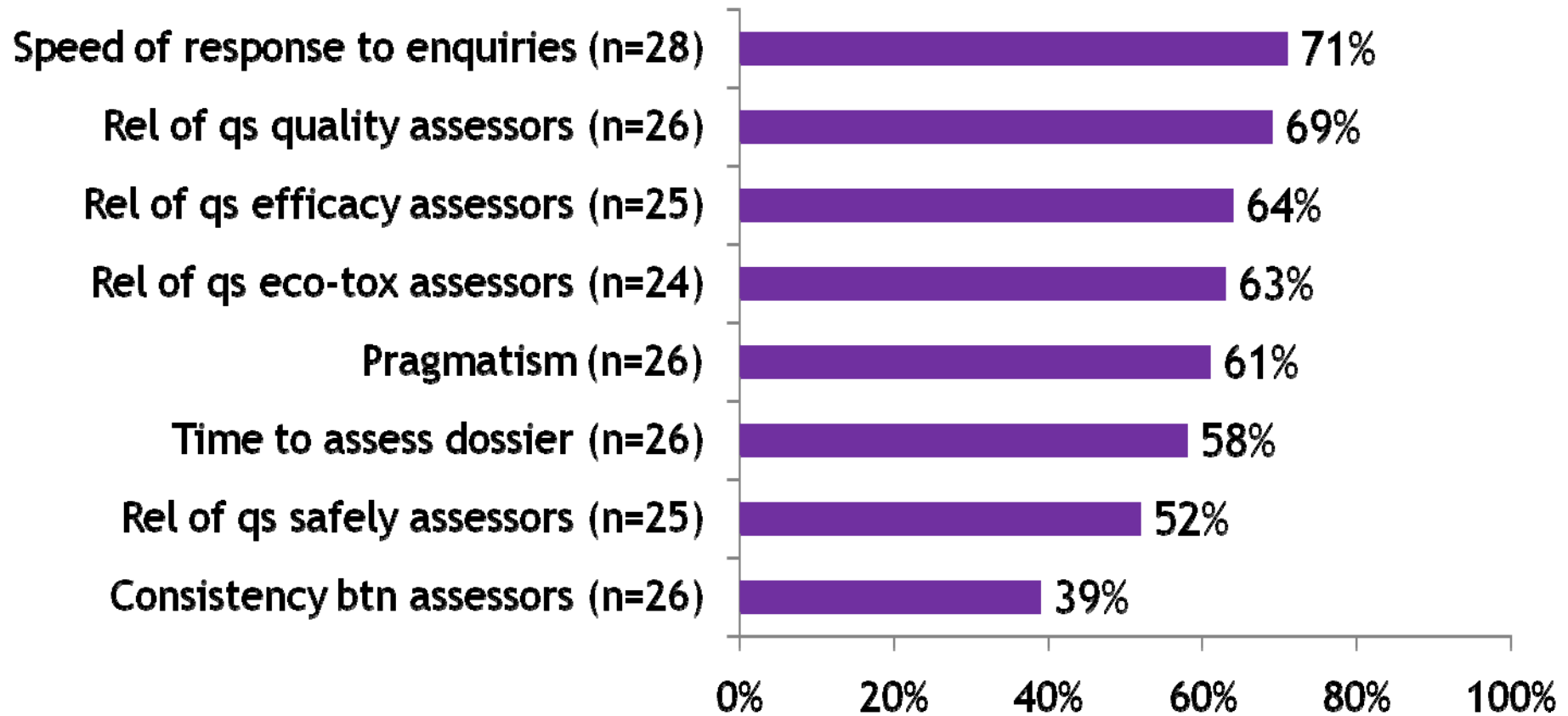
Parameters scoring good or excellent by 75% or more respondents



2007:Pharmaceuticals team - Could be more pragmatic & more relevant in approach with more team communication



**Areas for possible focus as evidenced by parameters scoring good or excellent by less than 75%**



2007: Pharmaceuticals team - improving on the right things!

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- Compared with 2004, **overall level of service remained similar & high** (mean scores 3.8 (2004) vs. 4.0 (2007))
- Pharmaceuticals team was **at least as good if not better in 2007**, compared with 2004, on **all** parameters tested in both years

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# IMMUNOLOGICALS TEAM

2007: Immunologicals team

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## CAUTION LOW BASE (10)

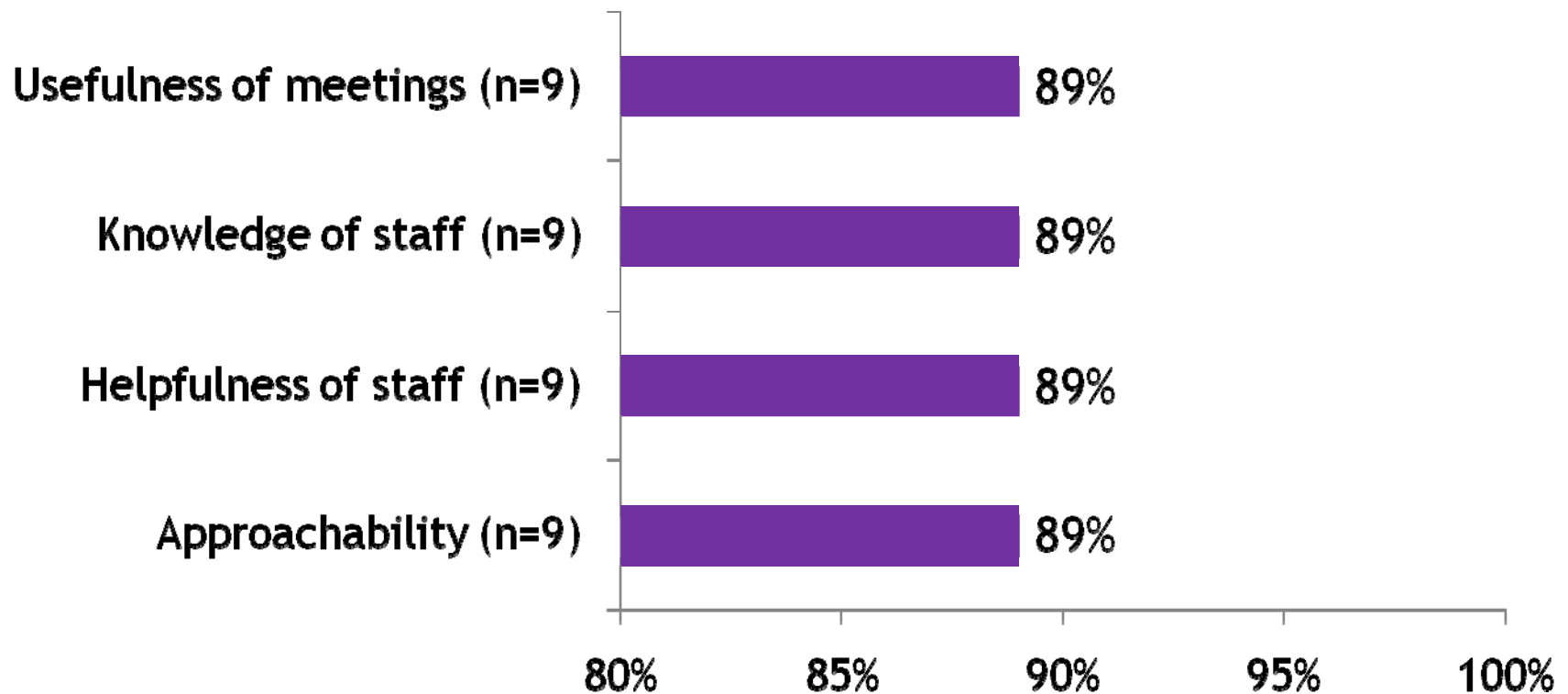
**67%** of respondents rated the **overall service** given by the Immunologicals team in the last 12 months as **good or excellent**

2007: Immunologicals team - Scored highly on soft skills



**CAUTION LOW BASE :**

Parameters scoring good or excellent by 75% or more respondents

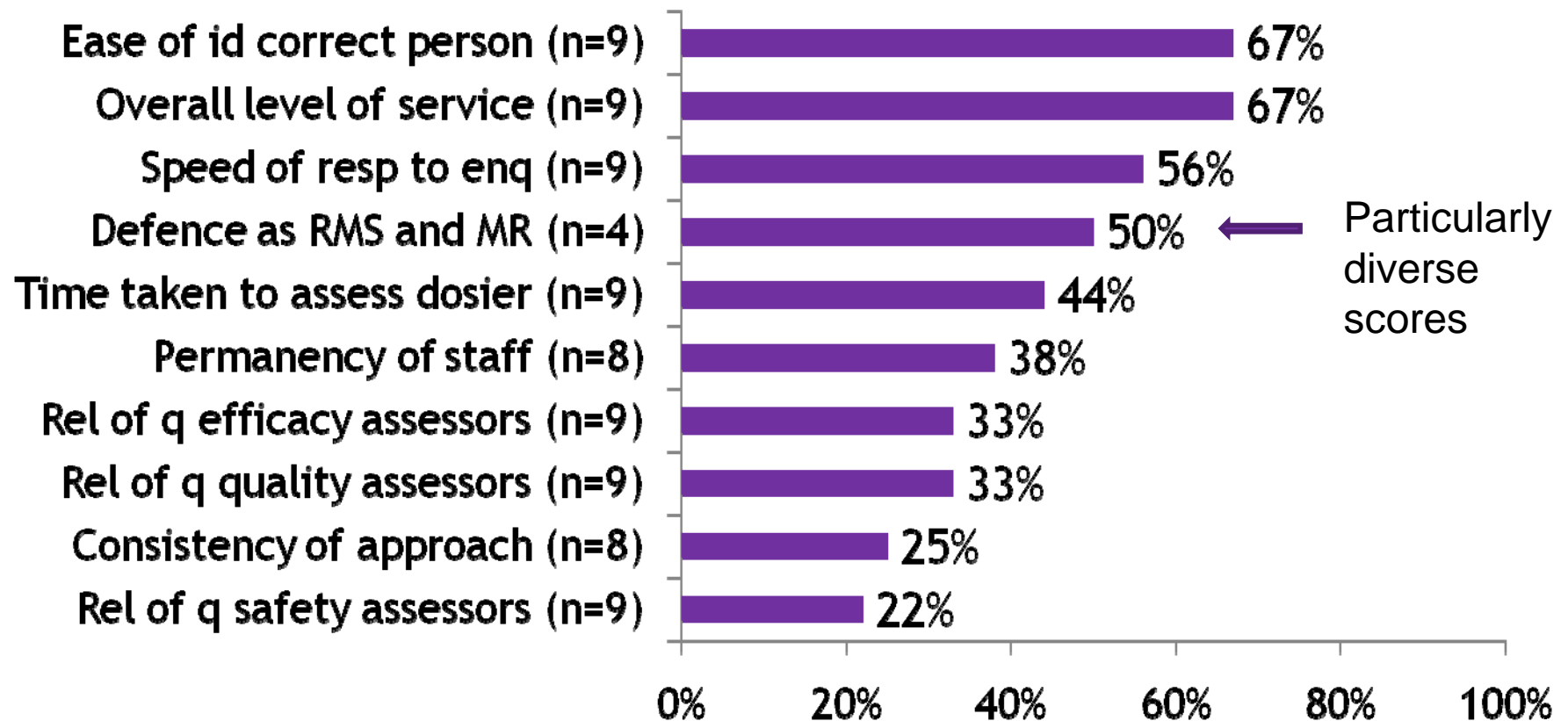


2007: Immunologicals team - Could be more pragmatic, relevant & consistent with approach



### CAUTION LOW BASE - Areas for possible focus

Parameters scoring good or excellent by less than 75%



2004 vs. 2007: Immunologicals team

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Compared with 2004, **overall level of service**

**remained about the same**

(mean scores 4.0 (2004) to 3.7 (2007))

2007: Immunologicals feedback in the qualitative stage was particularly positive!

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*“The immunology team are flexible, reasonable, knowledgeable, apply common sense. I cannot praise them enough” (Large NOAH)*

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# PHARMACOVIGILANCE

2007: Pharmacovigilance team

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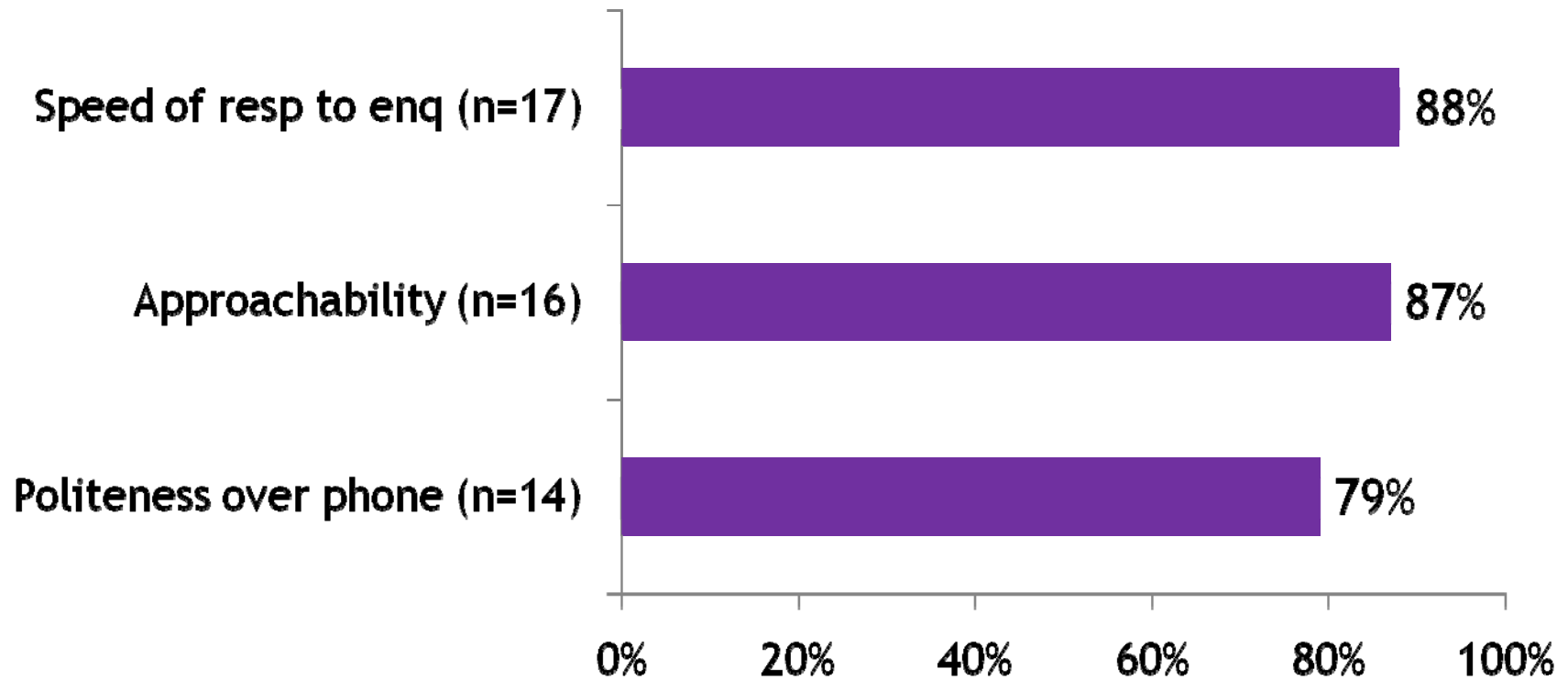
**89%** of respondents rated the overall level of service as

**good or excellent**

2007: Pharmacovigilance team: Polite & efficient



Parameters scoring good or excellent by 75% or more respondents

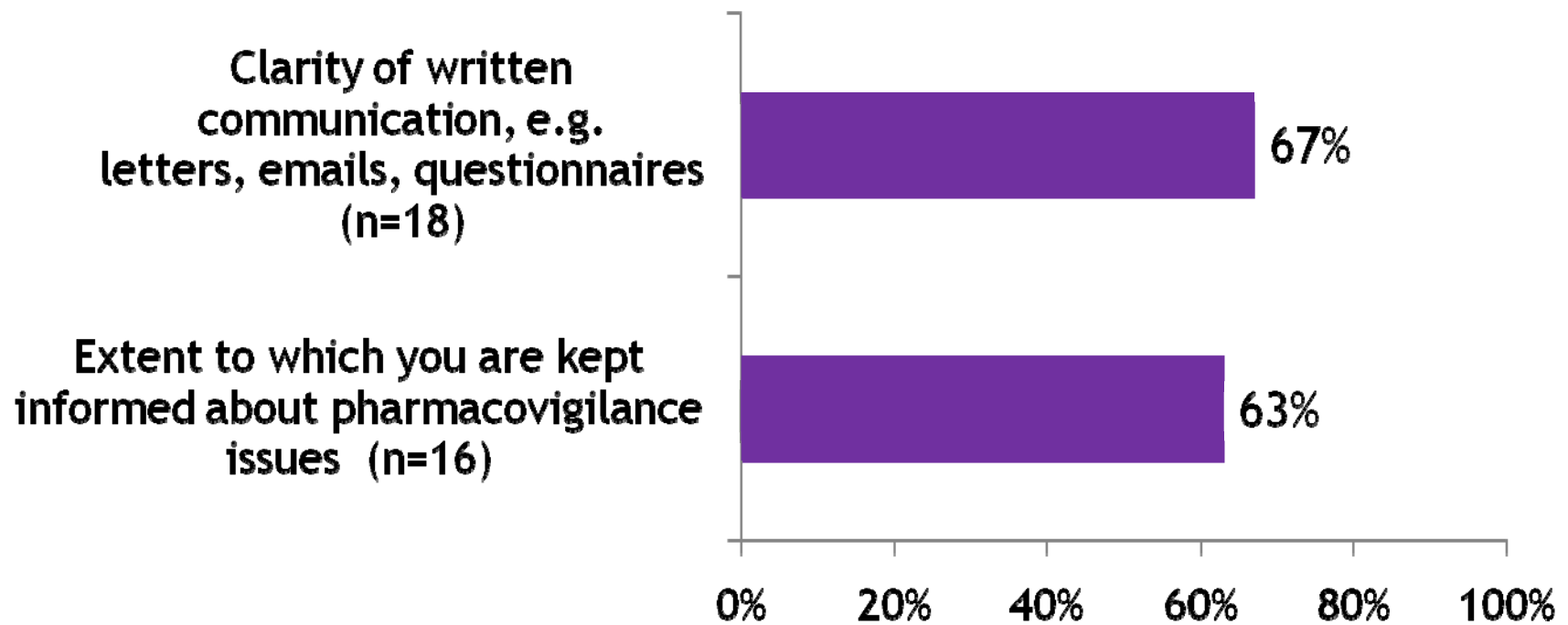


# 2007: Pharmacovigilance - Could improve on communication



## Areas for possible focus

Parameters scoring good or excellent by less than 75%



2004 vs. 2007: Pharmacovigilance - Similar to 2004 but with a positive slant



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Compared with 2004, **overall level of service**

**remained similar and high**

(mean scores 3.7 (2004) vs. 4.0 (2007))

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# FINANCE

## NEW TO 2007

2007: Finance team

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**73%** of respondents rated the **overall service**

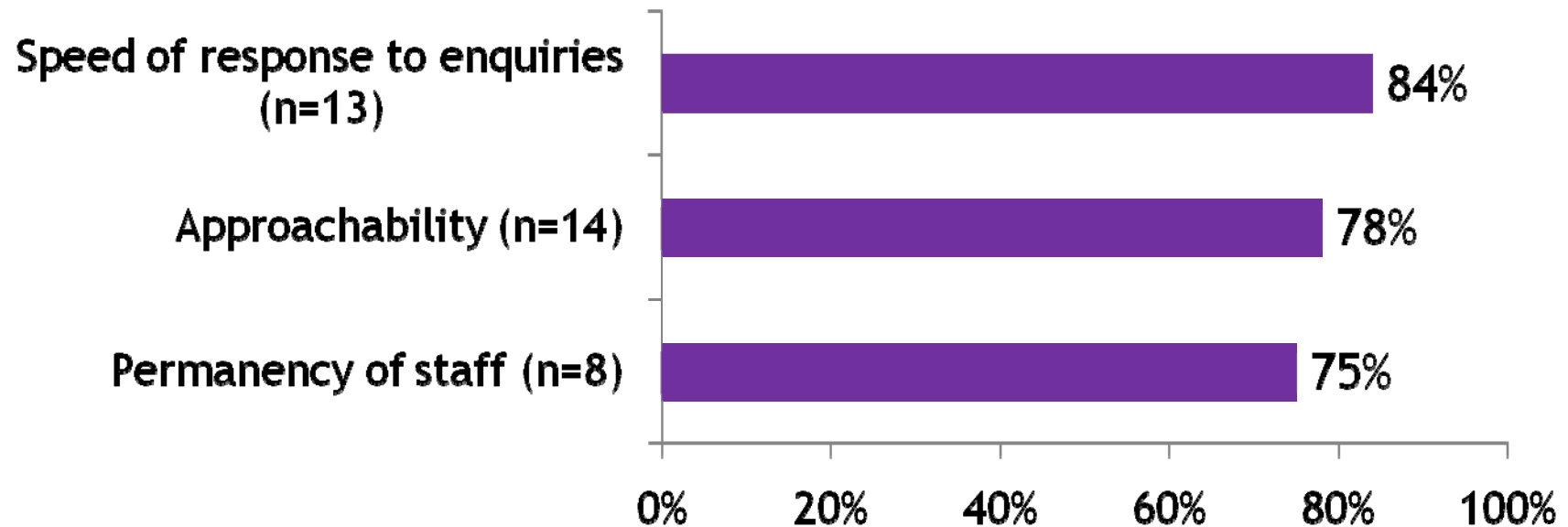
given by finance team in the last 12 months as

**good or excellent,**

although there was some degree of variation

## 2007: Finance team - Efficient

Parameters scoring good or excellent by 75% or more respondents



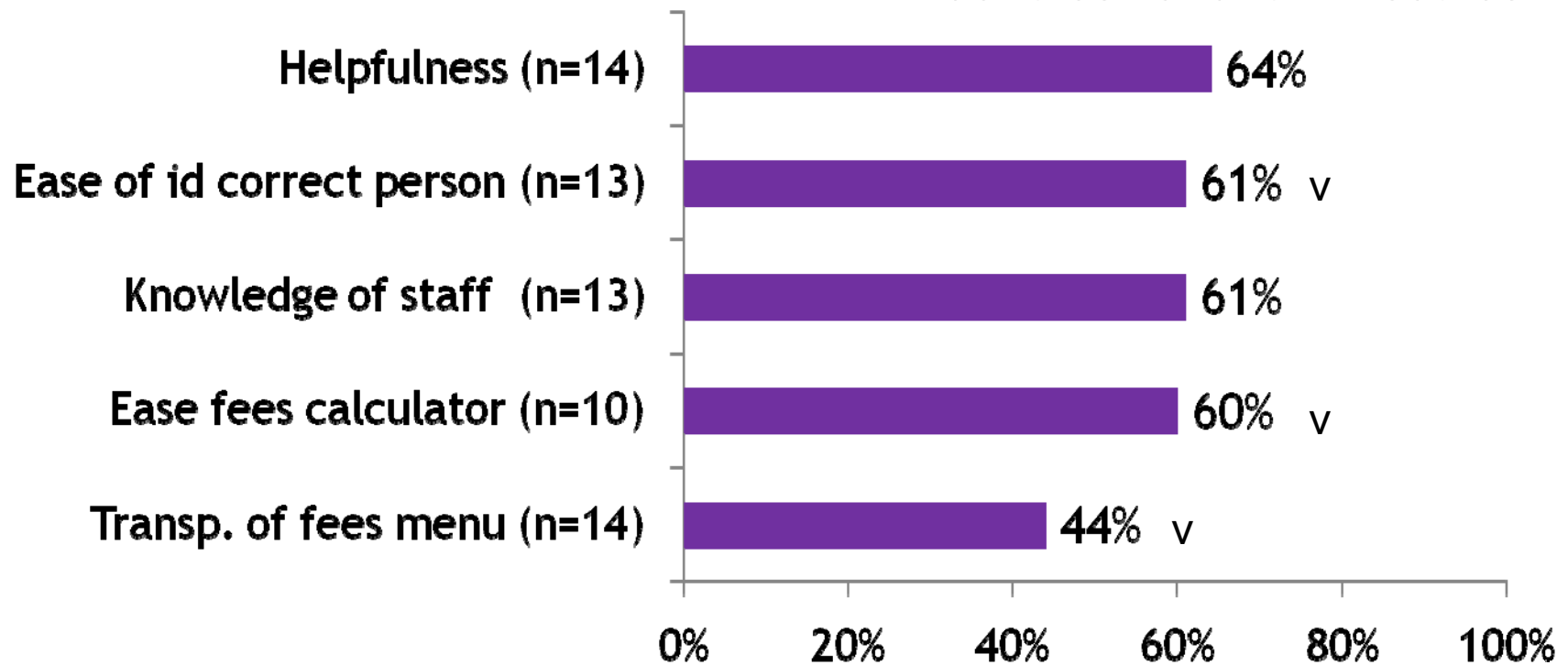
2007: Finance team - fees not always clear



## Areas for possible focus

Parameters scoring good or excellent by less than 75%

'v' denotes variation in scores



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# EUROPE

CAUTION LOW BASE FR & DE

2007: Europe: UK thought good or excellent by 75%+ of respondents on 12/18 parameters



- 2007: Parameters where UK scored good or excellent by 90% or more respondents = 6 / 18
  - Helpfulness
  - Approachability
  
  - Ease of contacting the correct person to speak with
  - Speed of response to enquiries
  
  - Facility to leave a message and receiving a timely reply to that message
  - Reputation within Europe

2007: Europe: UK thought good or excellent by 75%+ of respondents on 12/18 parameters



■ 2007: Parameters where UK scored good or excellent by 75% or more respondents = 6 / 18

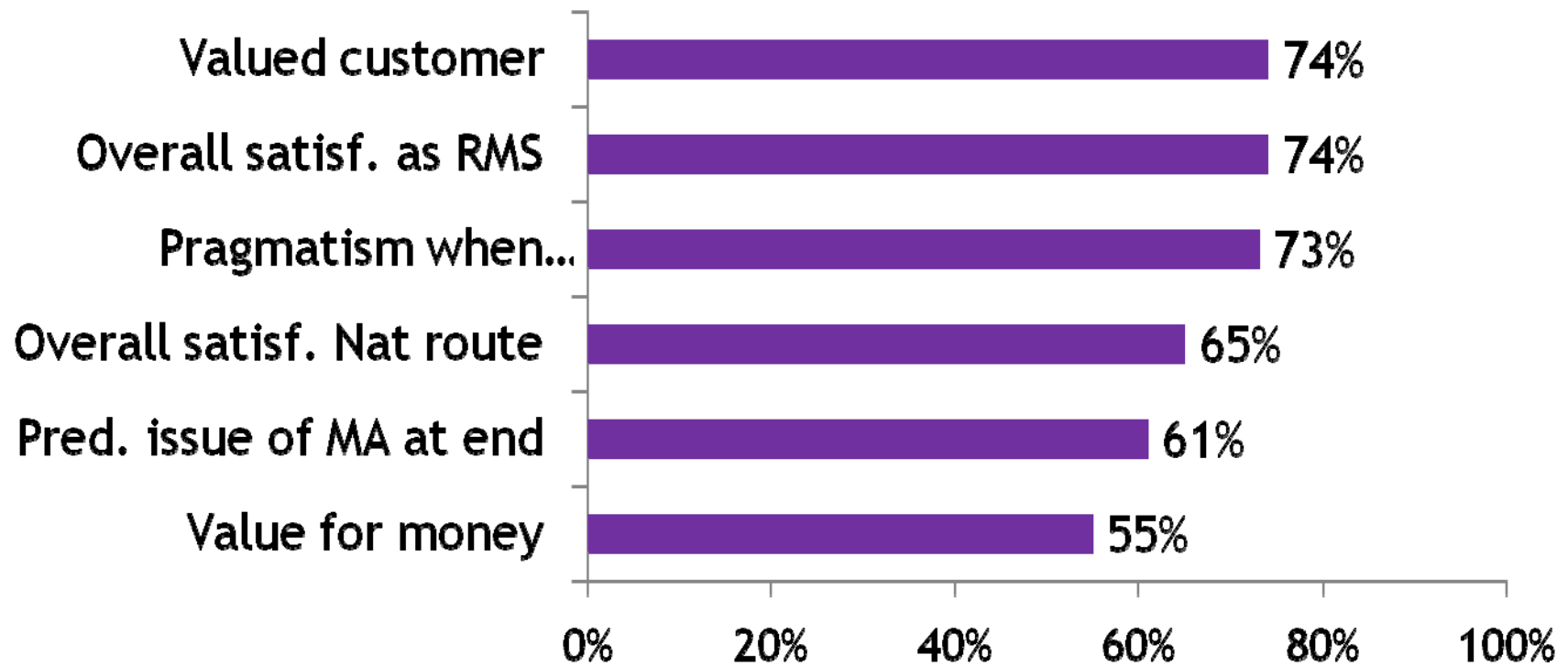
- Speed of issuing formal documentation
- Accuracy of authorisation documentation
  
- Quality of scientific advice & assessment
- Flexibility of approach
  
- Consistency of advice given between assessors
- Usefulness of company meetings

2007: EUROPE - all parameters scored good or excellent by more than ½ the respondents



## Areas for possible focus

Parameters scoring good or excellent by less than 75%  
= 6 /18



## What customers say about fees & value...

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*“Most of the time [they are good value for money]....but we pay too much for minor changes... there is no pragmatism in terms of fees” (Large NOAH)*

*“Fees are high but good VFM as you know they will be on time and that is not always the case elsewhere” (US-based company)*

*“Fees have increased dramatically but the value for money is still reasonable” (France-based company)*

2007: Europe comparison: UK highest performing state on 15/18 parameters

The logo for 'cognition' features a horizontal bar composed of numerous small, multi-colored rectangular segments in shades of blue, green, yellow, and red. Below this bar, the word 'cognition' is written in a white, lowercase, sans-serif font on a dark blue rectangular background.

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**CAUTION LOW BASE FR & DE**

Compared with Ireland, France & Germany....

Based on mean scores, **UK** was the **highest / equal highest performing state on 15 / 18 parameters measured**

Europe

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Compared with 2004, VMD scored **at least as high if not higher on all parameters** for VMD as RMS

## What customers say about VMD...

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*“When discussing and deciding [which agency to use] we always think of VMD as first priority but it depends on where we are going with the product and diseases in specific countries”*

*(Germany-based company)*

## What customers say about VMD...

*“We often use UK as rapporteur as they are more persuasive during procedures, more pragmatic and support the dossier and explain it to others. VMD is an important influence in Europe”  
(France-based company)*

What customers say about VMD...

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*“By far the most helpful & approachable agency”*

*(Consultants)*

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# COMMUNICATION

## 2007: Communication - Charter met & meetings useful

- **85%** of respondents felt that the VMD had **totally or mostly met its charter (as per the website) on communication**
  - E.g. answering the phone
  - Leaving messages etc
  
- **Company meetings** were deemed to be **of some use or very useful** by nearly all (**96%**) and **customer care meetings by 83%**

2007: Communication - Website could be improved by navigation & being up to date

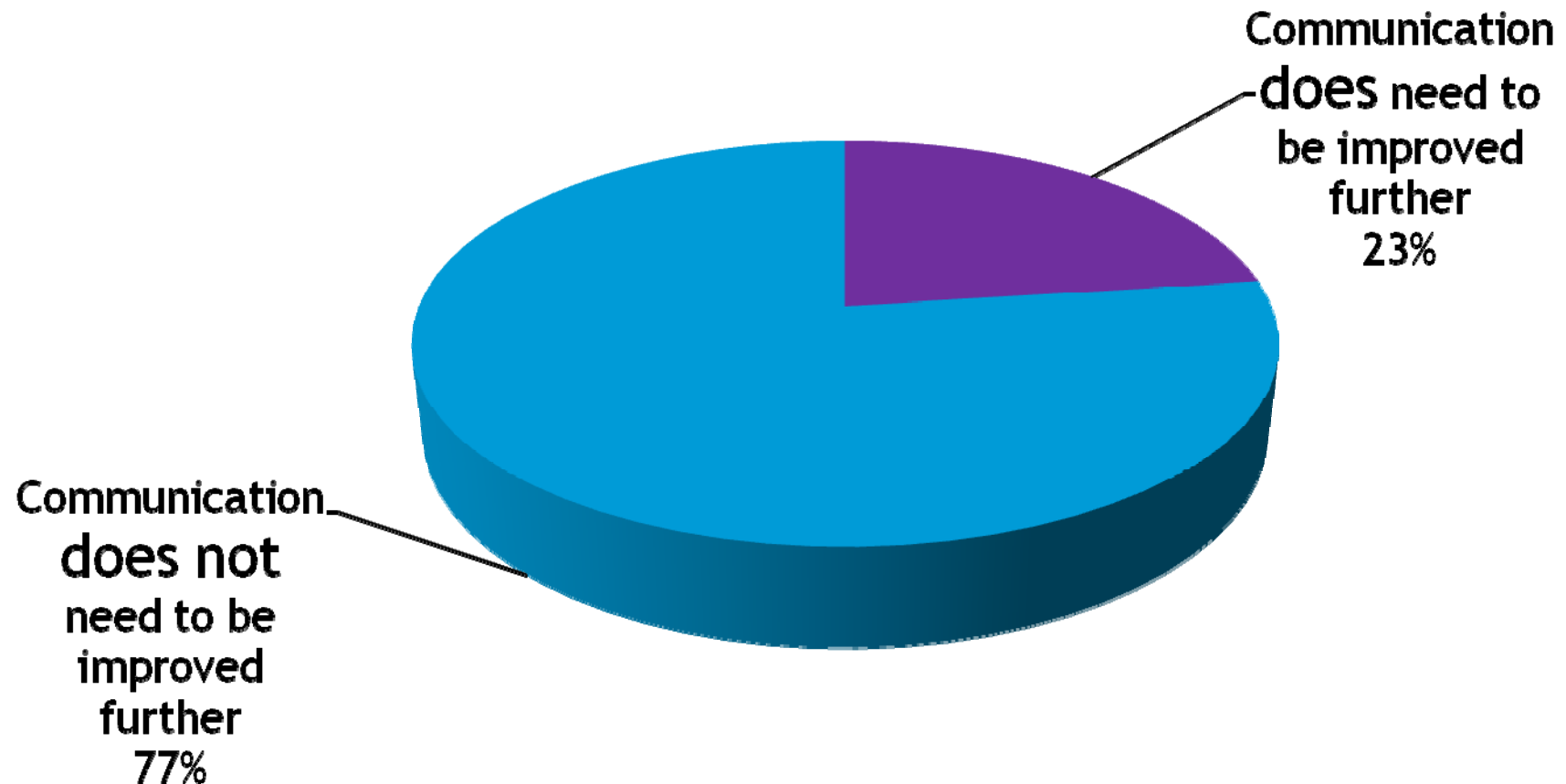
■ Website - (% respondents scoring good or excellent)

- Usefulness 77%
- Accuracy 69%

BUT LESS GOOD ON:

- Up to date 53%
- Ease of finding what you are looking for 48%

3/4 felt that communication with VMD was satisfactory



Q22 Do you feel that communication between the VMD and companies such as yours needs to be improved further?  
Base All respondents (n=39)

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# IMPROVEMENTS (39)

2004 vs. 2007: Satisfaction with VMD over the last 12 months dramatically better than in 2004!



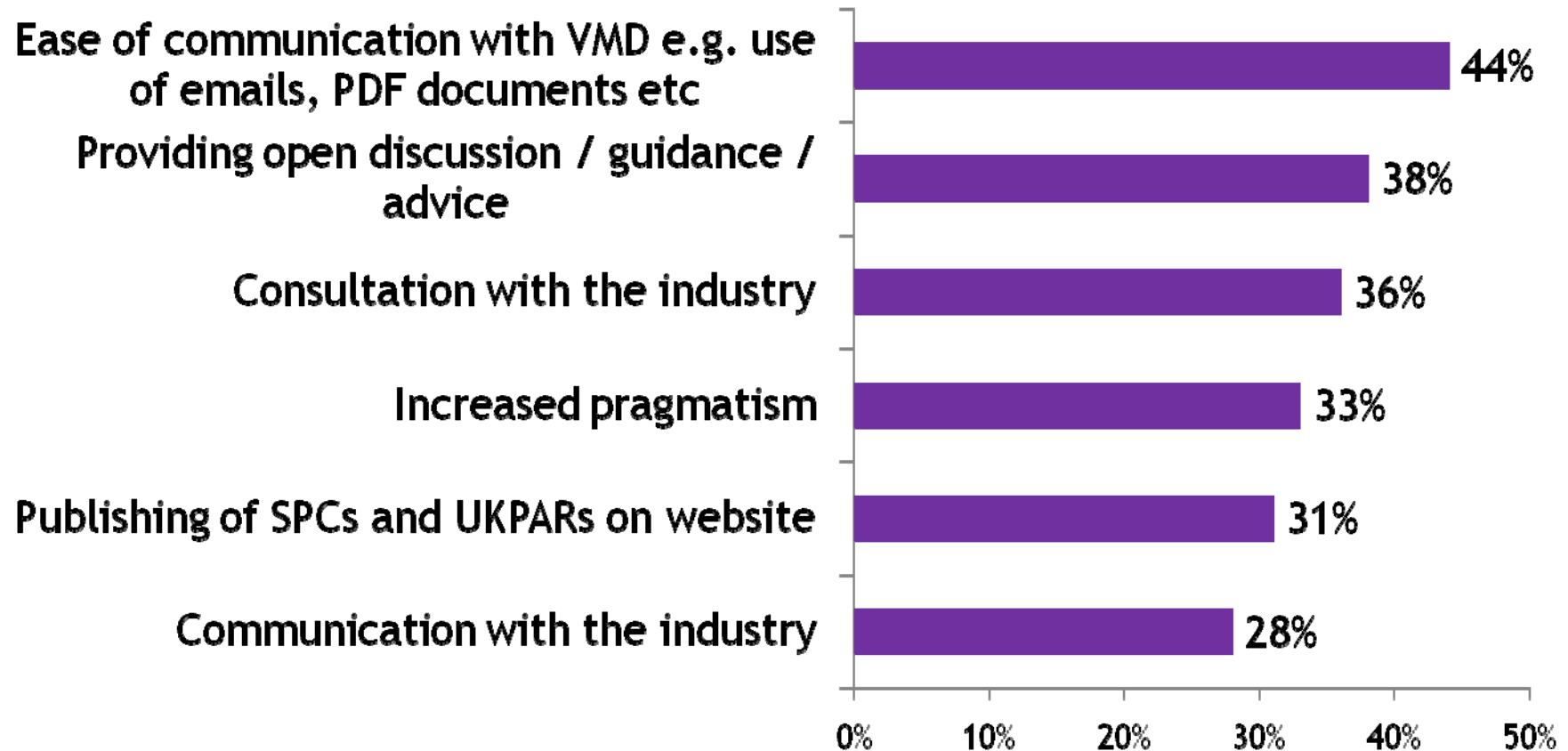
**2004 - 22% felt service had increased in last 12 months**

**2007 - 43% felt the service had increased in last 12 months**

When prompted, many improvements were noticed including increased pragmatism by 1/3 of respondents!



### Improvements noticed in the last 12 months



## What customers say about VMD...

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*“There has been a huge improvement but there are still odd problems”*

*(UK / IRE - based company)*

*“[Improvements include] coming out of their way to ask for feedback, dealing with inconsistencies seriously and openly on what is happening and why”*

*(Large NOAH)*

## What customers say about VMD...

*“They have a friendly attitude, scientifically good, very free with advice and generally efficient and keep to timelines”*

*“Generally efficient, communicatively good, good internet, good correspondence, fees a bit high but positive about VMD as a whole”*

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# Summary

## Summary - Service improved more in last 12 months than in 12 months prior to 2004

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- In 2004, only 22% of respondents felt that the service offered by VMD in the last 12 months had increased. This rose to 43% having noticed an improvement in the last 12 months, in 2007
- Main improvements (noticed by 30% + of respondents) were:
  - Ease of communication (e.g. by email, pdf etc)
  - Open discussions / guidance / advice
  - Consultation
  - Pragmatism
  - Publishing SPC's & UKPAR's on the website

## Summary - All departments appear to be neutral or have a positive increase in service level



- Comparison of departments between 2004 & 2007 appears to be neutral or positive for all departments:
  - Licensing administration - **improved** on all parameters
  - Pharmaceuticals - At least **as good if not better** on all parameters
  - Pharmacovigilance - **Improved** overall service
  - Immunologicals - due to small base it is not possible to determine the trend between years
  
- New to 2007 so **no comparative data**
  - Finance
  - Validation
  - Harmonisation

Summary - In general, the % scoring good or excellent increased between 2004 & 2007. N.B. low base Immunologicals



Team	% respondents scoring good or excellent (2004)	% respondents scoring good or excellent (2007)
Licensing admin (2004, n=31: 2007, n=34)	56%	86%
Pharmaceuticals (2004, n=21: 2007, n=28)	62%	79%
Immunologicals (2004, n=10: 2007, n=9)	81%	67%
Pharmacovig. (2004, n=28: 2007, n=18)	56%	89%
Finance (2007, n=15)	*	73%
Validation (2007, n=27)	*	86%
Harmonisation (2007, n=8)	*	63%



## Summary VMD scored well compared with IRE, FR & DE

- VMD was rated **as good or excellent by 75% + of respondents on 12/18 parameters** tested (all parameters were rated good or excellent by just over half of all respondents)
- VMD was also the **highest / joint highest scoring state of UK, IRE, FR & DE on 15 / 18 parameters**
- Compared with 2004, the VMD was at **least as good if not better** on all parameters measured in both years

# Areas for further improvement in 2008 based on an already high performance overall



- Areas for improvement might be:
  - **Licensing administration**
    - Speed
    - Accuracy
  - **Pharmaceuticals & Immunologicals**
    - Relevance of questions asked
    - Pragmatism
    - Consistency of approach between assessors

Continued...

# Areas for further improvement in 2008 based on an already high performance overall (...continued)



- **Pharmacovigilance**

- Communications

- **Finance**

- Clarity of who to contact
- Fees calculator & fee structure
- Perceived knowledge of the team

- **Harmonisation**

- Strive to be more consistent in approach, particularly on speed & clarity

## Areas for further improvement with respect to Europe

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- **With respect to Europe, possible improvements could be made on:**
  - Predictability of timing of issue of MA after the procedure
  - Value for money

And the final word from your customers...

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*“There has been a huge improvement  
[in the last 12 months] but there are  
still odd problems”*

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