

prescribed in ICH Q9 and Q10 as part of their development and quality systems. Contrary to what many might think, integrating a risk management structure should not increase a program's risk but reduce it! This means backing up our decisions with data and aligning them with the basic tenets of drug safety,





quality, integrity, potency and purity. Historically we have done this by testing against release criteria. This new guidance says that is not good enough anymore.

Within any new drug submission there is the Chemistry, Manufacturing and Controls (CMC) section that describes the critical components of the drug's development, tying together the rationale behind our formulation, specifications, sampling strategy, in-process and release testing with final validation testing. What has been missing has been the processes' relationship to these key attributes. The new paradigm affords us the opportunity to complete the puzzle.

We will now be required to defend our process and product development conclusions with a much higher level of confidence. This will lead to heartache in the short term as we attempt to align process and product development and compliance expectations and begin the education process with regard to risk. Being comfortable with looking at only those things that matter is a difficult concept to embrace in an increasingly risk-averse environment.

However, the end-result will be increased business performance through more stable product velocity through the plant, more consistent and reduced inventory and greater flexibility to respond to market opportunities. In an environment where generic filings in the marketplace are skyrocketing (more than doubling since 2002, according to the Generic Pharmaceutical Association), can industry make the transformation? That is the great challenge. The massive increase in filings has resulted in almost 1,400 non-approvable letters from drug manufacturers which must be dealt with by the Office of Generic Drugs (OGD), ballooning approval times from the mandated six months to closer to twenty-one months.

So one could argue that there is a disconnect between the industry and the FDA in terms of expectations. Couple this with emerging market manufacturers reeling from FDA injunctions and heightened scrutiny, and the old adage that we are a quality driven industry has never been truer. This new guidance reinforces the concept of quality by defining it in new terms and, if embraced by our industry, may prove to be the differentiator between those who can remain competitive and those who cannot.

About the Author

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