



# The Unfinished Story of Quality-by-Design (QbD)

In the Pharmaceutical Industry

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Presentation to  
ISPE Chapter Meeting  
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## **Outline**

*The Unfinished Story of QbD*

Origins: An Introduction to QbD  
QbD and the Pharmaceutical Industry  
FDA's/EMA's Joint QbD Pilot Program  
Lessons Learned and Disillusionment  
The Awakening  
Challenges and the 'Holy Grail'  
What can you Do!?



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## Origins....

### An Introduction to QbD

- Status of the Pharma Industry at the Turn of the Century
- Pharmaceutical Quality for the 21<sup>st</sup> Century Initiative
- Introduction to QbD
- PDA Workshop in 2007. Attendance by high-level FDA regulators
- The FDA's QbD Agenda

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## The Pharma Industry at the Turn of the Century

The Good, the Bad, and the Ugly.....

### The Good!

- Greater role of medicines in health care
- Advances in the pharmaceutical sciences and manufacturing technologies
- Advances in the science and management of quality
- Globalization

### The Bad!

- Decreased frequency of FDA manufacturing inspections  
(limited funding = fewer resources available)
- Costs of drug development and commercialization continue to rise
- 'Stifled' innovation on manufacturing side  
(industry has not taken advantage of the same scientific methods and technologies that have benefited drug discovery and research in recent years.)



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## The Pharma industry at the Turn of the Century

FDA's Assessment:

*"Pharmaceutical manufacturing industry 'ossified' by prior environment."*\*

### And the Ugly!

- **"Quality after design"** approach still being used
- Processes lack robustness
  - Processes are static
  - Measurement systems variable
  - Raw material characteristics not well understood
  - Out-of-specification values occur frequently
  - Data for continuous improvement segregated in different departments.
  - Stock outs and shortages on the rise
- Prices of drugs have not diminished
- Non-collaborative environment
- Global industry burdened by having to comply with multiple jurisdictions.

\* **Janet Woodcock, M.D.**, Currently: Director, Center for Drug Evaluation and Research

Ossified: rigidly conventional and opposed to change



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## Pharmaceutical Quality for the 21<sup>st</sup> Century!! Initiative

Objectives of the Initiative Announced by the FDA in 2002

*Increase the accessibility of new drugs while maintaining their high quality..... by:*

1. Early adoption of **new technological advances**
2. Application of **modern quality management techniques**
3. Implementation of **risk-based approaches** that focus both industry and Agency attention on critical areas
4. Ensure regulatory review, compliance, and inspection policies are based on state-of-the-art pharmaceutical science
5. Enhance consistency and coordination of FDA's drug quality regulatory programs



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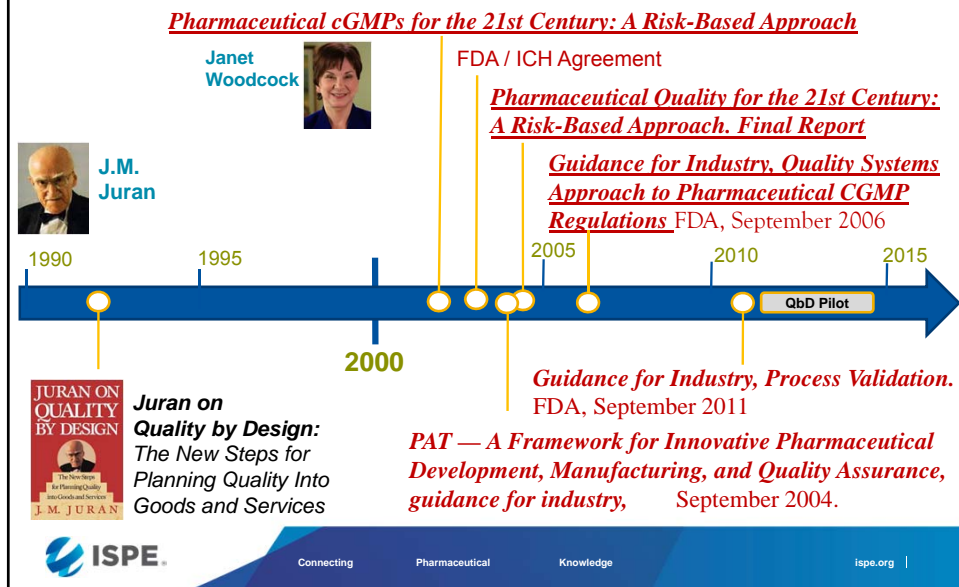
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## Pharmaceutical Quality for the 21<sup>st</sup> Century Initiative

Qbd-relevant Publications over the past 25 years



## Quality Systems Approach

New 2006 Guidance Solidified Concept of QbD



**Guidance for Industry, Quality Systems Approach to Pharmaceutical CGMP Regulations.** U.S. Department of Health and Human Services, Food and Drug Administration, September 2006

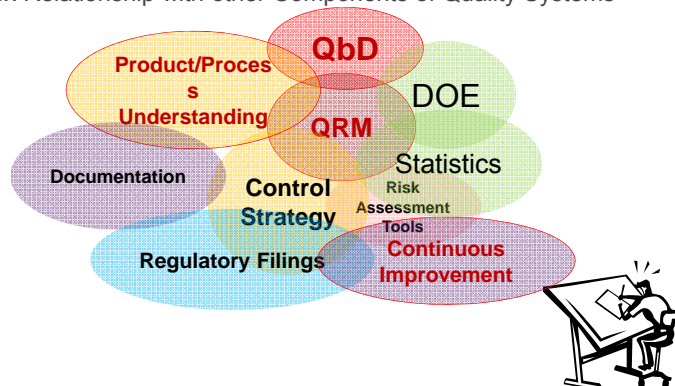
“ The overarching philosophy articulated in both the CGMP regulations *and* in robust modern quality systems is:

***Quality should be built into the product, and testing alone cannot be relied on to ensure product quality.***

This guidance is intended to serve as a bridge between the 1978 regulations and our current understanding of quality systems. ”

## So What Really is QbD!?

A Complex Relationship with other Components of Quality Systems



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## So What Really is QbD!?

A Complex Relationship with other Components of Quality Systems

**An approach to rational design.** “Building in quality from the development phase and throughout a product’s life cycle” .....  
 “Designing and developing a product and associated manufacturing processes that will be used during product development to ensure that the product consistently attains a predefined quality at the end of the manufacturing process.” *Guidance for Industry, Quality Systems Approach to Pharmaceutical CGMP Regulations ; U.S. Department of Health and Human Services, Food and Drug Administration, September 2006*

**Quality by Design (QbD):** [ICH Q8 (R2) Definition]

A systematic approach to development that begins with predefined objectives and emphasizes product and process understanding and process control, based on sound science and quality risk management.

INTERNATIONAL CONFERENCE ON HARMONISATION OF TECHNICAL REQUIREMENTS FOR REGISTRATION OF PHARMACEUTICALS FOR HUMAN USE. *This Guideline has been developed by the appropriate ICH Expert Working Group and has been subject to consultation by the regulatory parties, in accordance with the ICH Process. At Step 4 of the Process the final draft is recommended for adoption to the regulatory bodies of the European Union, Japan and USA.*



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## QbD and the Pharma Industry

- QbD Workshops
- The FDA's Agenda
- Factors Contributing to the Lack of Innovation
- The Blame Game!
- Getting 'Over the Hump' - Slow Adoption of QbD and Quality Risk Management

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### PDA Workshop in 2007...

Attended by high-level FDA regulators

#### Conclusions of QbD Workshop

- "QbD is an Evolution, not a Revolution"
- QbD being implemented by some companies for small molecules
- Detailed guidance documents still not available
  - "No good definition of criticality".
  - "ICH Guidelines Q8, Q9 and Q10 are frustratingly vague"
  - Filing content? Level of detail?
- Not seeing any regulatory relief .....
- Greater willingness for collaboration on the part of the regulators

#### My Introduction to QbD!!

My subsequent publication in the PDA Journal ("QbD: Still in Design?") as summary and workshop conclusions.



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## The FDA's Agenda....

We can't do this alone!.....

### The FDA's Problem:

- The increasing number of different products
- The increasing number of submissions per year
- The increasing number of change requests
- Funding not keeping pace with the increasing work load....



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## The FDA's Agenda.... (Solution)

Transfer 'Ownership' .....

### ***'Desired State' for the Pharmaceutical Sector***

- ▶ Maximal efficient, agile, flexible pharmaceutical manufacturing sector that produces reliable high-quality products without extensive regulatory oversight.
- ▶ This state would encourage:
  - A regulatory process that is consistent, transparent and science-based
  - A regulatory process that allows for efficient and effective continuous improvement
  - A pharmaceutical sector that understands its products and the processes, uses risk assessment/mitigation tools and modern effective quality systems, and takes full ownership of the product



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## Industry Slow to Respond ... And Slow to Innovate!

Maybe we are Ossified!?!...



### Less investment in manufacturing technologies than in therapeutic technologies

- Product discovery and clinical development vs. process development

### Biomanufacturers are risk averse

- The penalties are severe for delays and setbacks in drug commercialization
- Uncertainty around product comparability between scales and process changes
- New technology may not be adapted because of perceived risks to program
- Everyone wants to be a Fast Second!

### Biomanufacturers and Suppliers tend to develop technologies in isolation

- Little Collaborative development
- Standardization usually occurs AFTER the technology is launched

### Suppliers find it difficult to innovate

- Have to guess end user requirements
- Risk-reward balance is poor



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## The 'Blame Game'.

Complex Regulations vs. Risk Aversion



*You need to follow ALL our regulations!*

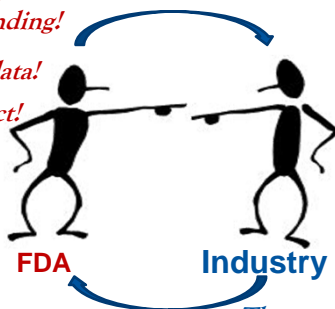
*You're not investing enough in product/process understanding!*

*You need to share more data!*

*Your process IS your product!*

*We need to know if you change ANYTHING!*

*You need to improve your processes!*



*Too many regulations!*

*Global regulatory agencies are not aligned!*

*Drug development is already very expensive!*

*The approvals process already takes so long, we can't afford more delays!*

*If it's not (totally) broken, we are not going to fix it!*



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## How do We Get Over the Hump!?

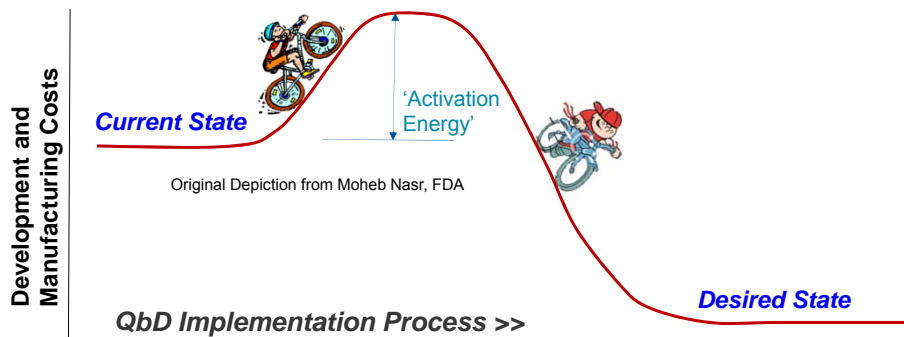
FDA's Admission.....

Actual deployment of QbD may well increase initial costs of commercialization



..... hoped that the **long-term** costs of manufacturing and regulation decrease.....

....**Industry may have to take the first steps** and further invest in their manufacturing facilities and process understanding.....



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## The QbD Pilot Program

- Announcement: an Opportunity for Collaboration
- Objectives of the Pilot
- The QbD Work Flow and CMC Filing
- The Disconnect between the Central Office and Regional Inspectors
- Aftermath and Disillusionment

"As the number of applications that follow the QbD approach steadily increases, collaborative assessments will enhance understanding of QbD concepts. The tools used by FDA and EU reviewers will increase information sharing and reduce redundancy," said Janet Woodcock, M.D., director of FDA's Center for Drug Evaluation and Research. "To fully implement QbD, we need to further harmonize the implementation of the guidelines, work collaboratively, and provide scientific, risk-based regulatory decisions in a timely manner."

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## The FDA/EMA QbD Pilot Program

Announced on 2011 in an attempt to establish greater collaboration



### Goals

1. Helping to ensuring **consistent implementation of ICH guidelines** for manufacturing quality in the application evaluation process
2. Increasing awareness of ... concepts by staff that review marketing applications and inspect manufacturing facilities .....
3. Defining the reviewer and inspector interaction for QbD applications
4. .... way for EMA and FDA assessors/ reviewers to share full knowledge ....
5. Developing and harmonizing regulatory decisions .....



16 March 2011  
EMA/172347/2011



EMA-FDA pilot program for parallel assessment of Quality by Design applications

#### 1. Purpose

This document explains how the European Medicines Agency (EMA) and the U.S. Food and Drug Administration (FDA) will process the parallel review of Quality by Design (QbD) applications in a new pilot program which has been launched under the FDA-EMA Confidentiality Arrangements. It provides advice to applicants on the background and objectives of the pilot, as well as the operational steps that will be taken to coordinate the parallel review and related GMP inspections.

#### 2. Background

The assessment of Marketing Authorisation Application (MAAs)/New Drug Applications (NDAs) including Quality by Design (QbD) or enhanced pharmaceutical development approaches, requires a good understanding of statistical, analytical and risk assessment methods that have not been systematically used by pharmaceutical industry or regulators in the past. In addition, such applications raise regulatory and scientific questions that challenge the established regulatory experience, e.g., approaches for defining a design space, adequacy of process description information in the submissions, approaches for Real Time Release Testing (RTRT), continuous process verification,



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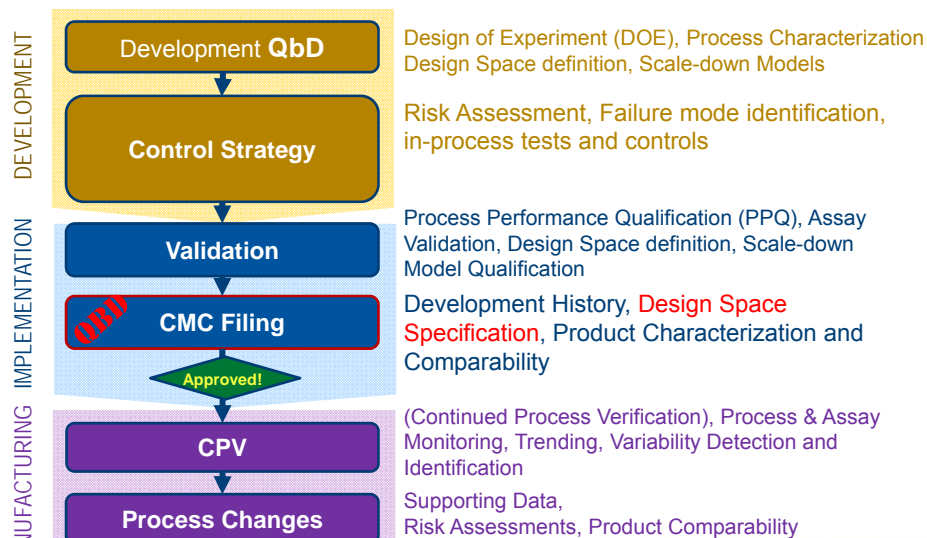
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## The QbD Work Flow

The Pilot focused on CMC filing content for a 'QbD' **Submission**



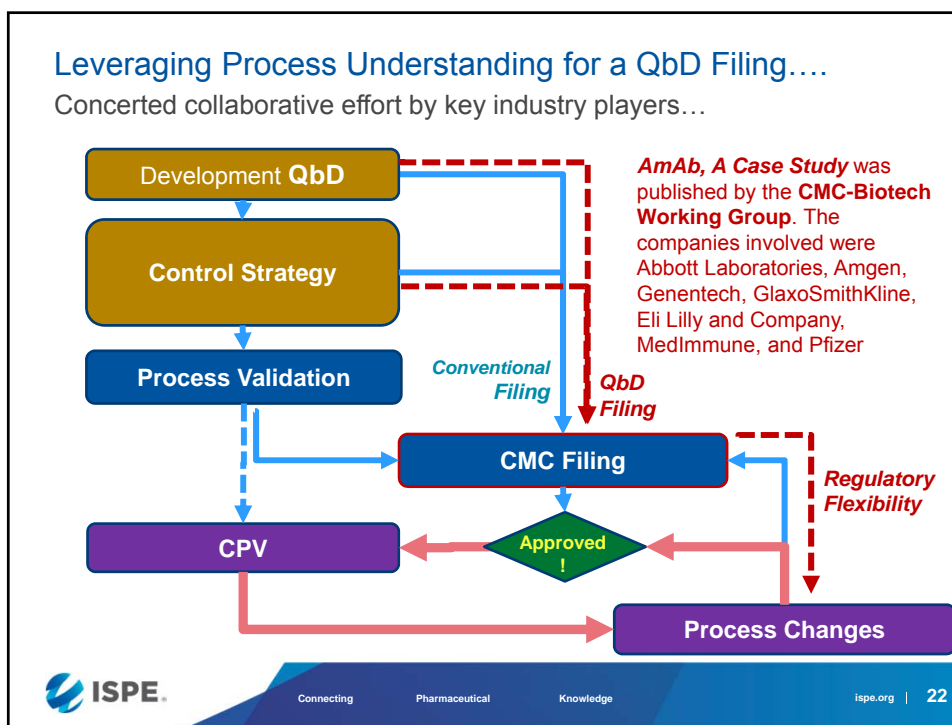
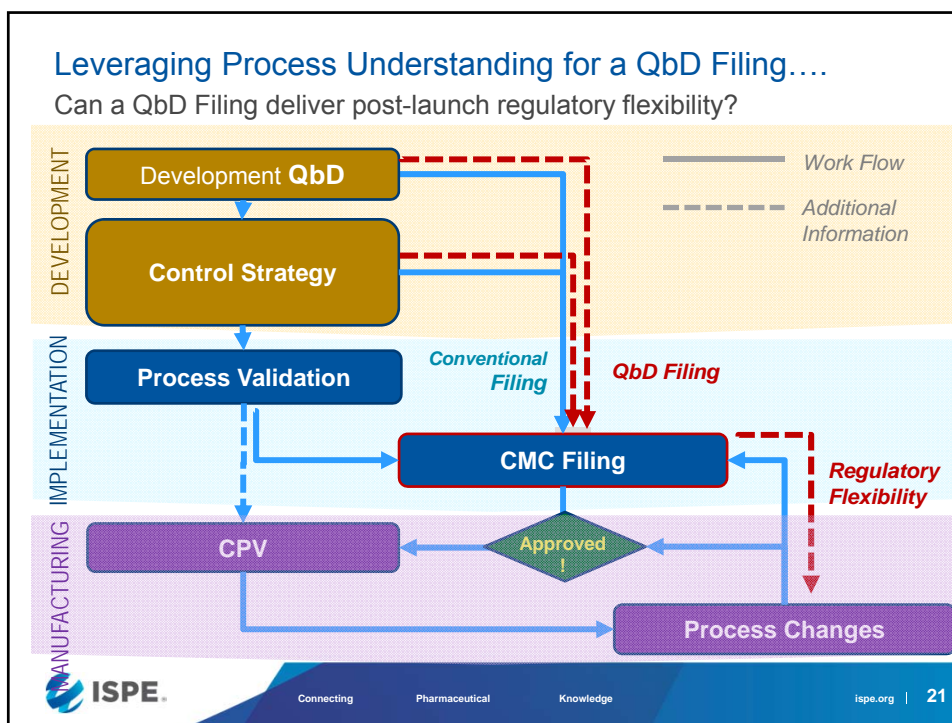
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## So....You Want to Make Change!.....(?)

FDA Regional Inspectorate Disconnected from Central Office



### Aspirational

- QbD and PAT are the solution...
- "A 'Quality Systems Approach' can handle many types of changes without the need for prior approval!"....?
- We want you to make 'improvements'!

Central Office Reviewers

Regional Inspectors



### Compliance Focus

- Strict interpretation of the cGMP Guidelines
- We want to see everything you are changing.
- Make sure the product hasn't changed....Prove it!
- ...and not before ALL your Quality Systems are solid..



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## Lessons learned.... And the 'Period of Disillusionment'

The old bait and switch!?!

### Including elements of QbD....

- Can be the difficult, time consuming, and costly!
- Invites more questions from regulators as increased data is provided in filings!
- Still leads to different files in different jurisdictions if don't have global acceptance of QbD!
- Apparently no short-term relief from regulatory burden associated with QbD filings!
- Not clear that cost of manufacturing will be reduced with better process and product understanding.....



Definition of 'Criticality' (e.g. Critical Process Parameter) has been resolved....



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## Back to Finger Pointing....

What's in it for us?!

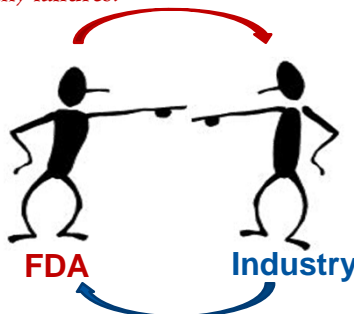
*You need to share ALL your data!*

*You processes have too many failures!*

*You're still not investing enough in product/process understanding!  
You can't 'test in' quality!*

*We still need to know if you makes changes!*

*Are you controlling variability?*



*Still so many regulations!*

*This QbD thing is a lot more work and expense!*

*This could delay my program!*

*You're not giving us much credit for the extra work when we want to make changes!...*

*You still require the same filings and notifications for post-market changes!*



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## The Awakening

- The Perfect Storm
- The Current Reality: Process Failures
- To QbD or Not to QbD?: Classic Dilemma Management
- The Critical Role of Control Strategy
- Why QbD/QRM Makes Good Business Sense: the Potential Benefits of QbD
- QRM Enables Efficient Resource Utilization



## The Perfect Storm

Quality Issues, Drug Shortages, and Escalating Cost!!



**THE WALL STREET JOURNAL**

Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life Real Estate

**U.S. Drug Shortages Frustrate Doctors, Patients**

Drugs in short supply include cancer treatments and antibiotics



A vial of BCG, a drug for bladder cancer that has been in short supply because of manufacturing problems. PHOTO: JEFFREY M. HARRIS

By PETER LOFTUS  
May 31, 2015 10:29 p.m. ET

236 COMMENTS

Robin Miller, a 62-year-old oncologist in Atlanta with bladder cancer,

### Drug Shortages by Year



Year	New Shortages	Total Shortages
2001	120	120
2002	80	200
2003	70	270
2004	60	330
2005	70	400
2006	70	470
2007	130	600
2008	150	750
2009	170	920
2010	210	1130
2011	210	1340
2012	280	1620
2013	300	1920
2014	310	2230
2015	260	2490
2016	260	2750

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## The Current Reality

### The Biopharmaceutical Paradox!!?

- Earlier proof of concept
- Lower-risk back-end expenditures
- Potential exclusivity
- Market capture

**Speed to Market** (Poor) **Process Robustness**

**VS.**

- **Patients at Risk!!**
- Process failures, deviations and investigations
- Difficulty in meeting product demand
- Variability in product quality
- Resource drain on operations and quality personnel
- Filing rejections or delays
- Regulatory inspection observations

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## What's Missing?! ... The Critical Role of Control Strategy

Translating QbD and Process Understanding into Real-time Control....

### 'Desired State' for the Pharmaceutical Sector

Maximal efficient, agile, flexible pharmaceutical manufacturing sector that produces reliable high-quality products without extensive regulatory oversight.



### Control Strategy!!

**A planned set of controls, derived from current product and process understanding, that assures process performance and product quality.** The controls can include parameters and attributes related to drug substance and drug product materials and components, facility and equipment operating conditions, in-process controls, finished product specifications, and the associated methods and frequency of monitoring and control. (ICH Q10)



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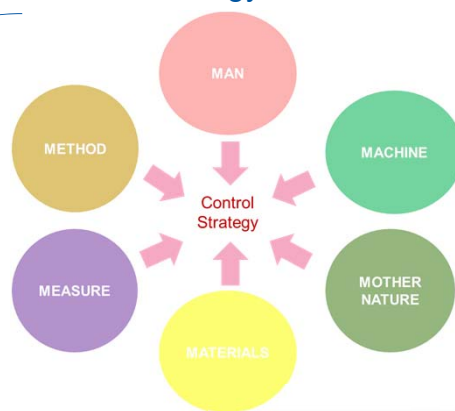
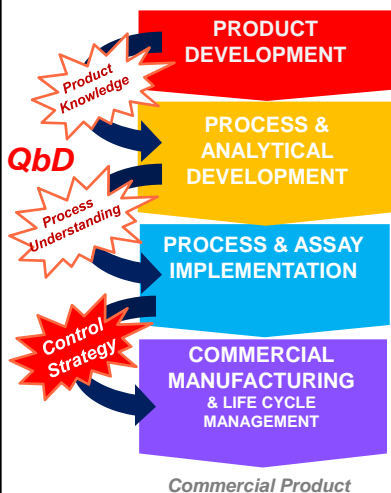
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## Comprehensive and Integrated Control Strategy Needed

Addressing All the M's.....



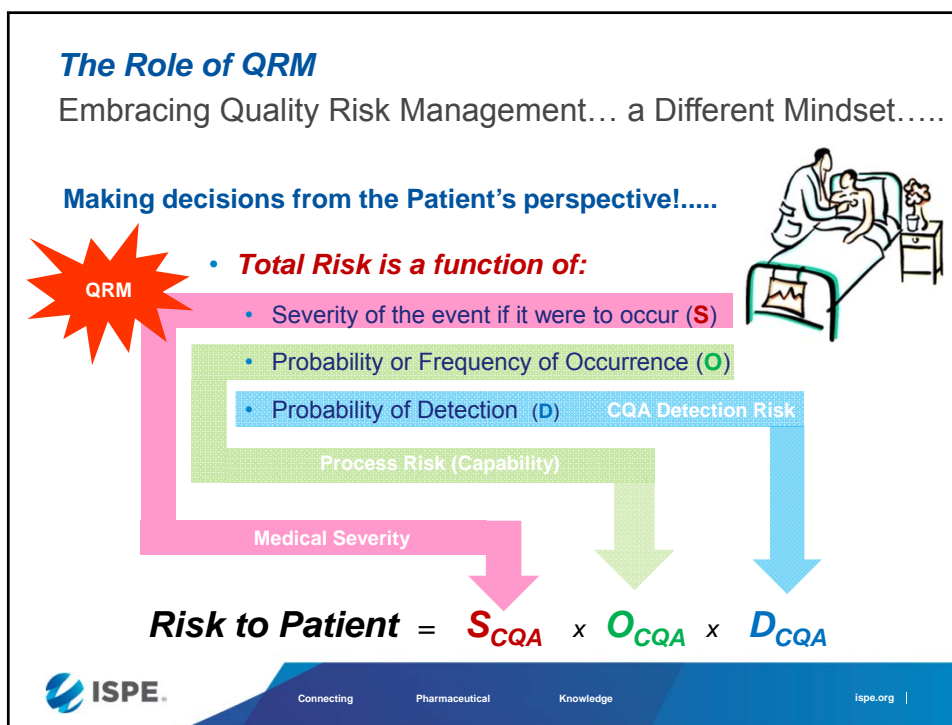
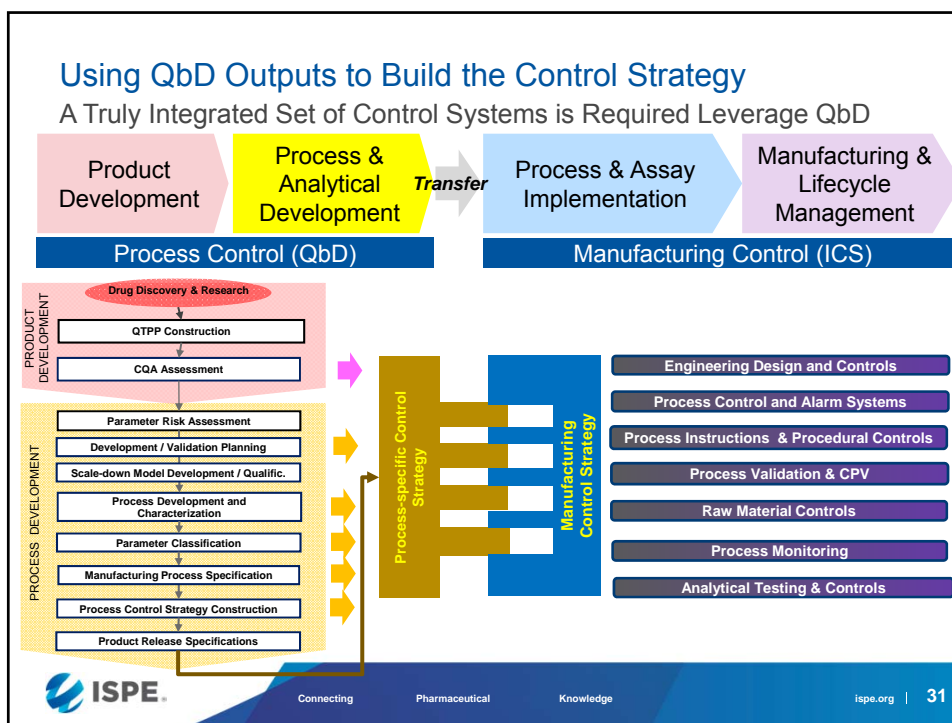
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## Why QbD/QRM Makes Good Business Sense

Streamlining process development, design, technology transfer and implementation.

**Potential Benefits .... With or without a QbD Filing....**

### For Development Organization

- ▶ *Clarifies and Standardizes.... to improve consistency of approach*
  - **Business processes** for development and tech transfer
  - **Documentation** (promotes consistency between project teams and functions)
  - **Demonstrating** product and process **knowledge** and understanding
  - **Risk assessment** methods
  - Concept of '**Criticality**'
- ▶ *Efficient allocation of resources*
- ▶ *Logical and risk-based construction of control strategy*



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## Why QbD/QRM Makes Good Business Sense

Potential benefits continued ..... With or without a QbD Filing....

### For Engineering Organization

- ▶ *Translates process requirements into engineering design specifications*
- ▶ *Indication of 'Critical Controls' and 'Critical Aspects'*
- ▶ *Direct input into design FMEA's*



Illustration by Chris Gault

### For Manufacturing and Quality Organizations

- ▶ *Increased product and process understanding*
- ▶ *Focus on truly 'Critical' events*
- ▶ *Fewer failures and more consistent product quality*
- ▶ *Lower burden / resource requirement on Quality organization*
- ▶ *Leverage knowledge to support manufacturing investigations*



Illustration by Chris Gault

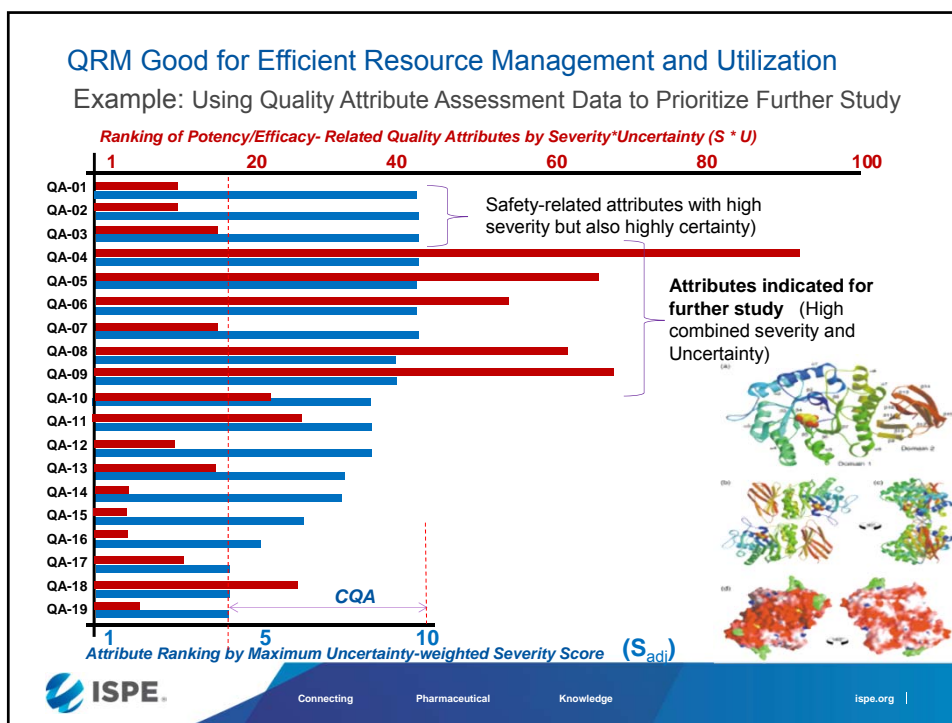


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## Challenges

- The 'Holy Grail(s)' of QbD: Real-time Release and Regulatory Relief
- Lifecycle Approach to Process Validation
- The Role of Continued Process Verification (CPV)
- Data intensive nature of QbD and Knowledge Management
- Fully integrated Business Process
- What Can You do!?: Opportunities for the Manufacturing and Supplier Community

## The Future of QbD !!?

The Holy Grail! .....

### Regulatory relief for post-launch changes....

- Faster implementation of improvements and
- Faster realization of benefits
- Reduced filing requirements

### Real-time release

- Faster response to changes in demand; Reduced cycle times
- Reduced inventory and associated costs
- Leverage full shelf life

.....but, we are not there yet.....

- Greater product and process understanding required for self regulation
- Robust monitoring and CPV for detection of variability
- Still lack regulatory harmonization



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## Lifecycle Approach to Process Validation

QbD principles extend beyond development in the product lifecycle ....

FDA: Guidance for Industry, Quality Systems Approach to Pharmaceutical CGMP Regulations. U.S. Department of Health and Human Services, Food and Drug Administration, September 2006

- *"Building in quality from the development phase and **throughout a product's life cycle**"*
- *"QbD in conjunction with a quality system, provides a sound **framework for the transfer of product knowledge** and process understanding from drug development to the **commercial manufacturing processes** and for **post-development changes and optimization**."*

**FDA: Guidance for Industry, Process Validation.....**  
U.S. Department of Health and Human Services, Food and Drug Administration, September 2011

- *"The goal of the third validation stage is continual **assurance that the process remains in a state of control** (the validated state) during commercial manufacture. "*
- *"A system or systems for **detecting unplanned departures** from the process as designed is essential to accomplish this goal."*

PROCESS &  
ANALYTICAL  
DEVELOPMENT

**Stage 1**  
Process  
Validation:  
**Process  
Design**

PROCESS &  
ASSAY  
IMPLEMENTATION

**Stage 2**  
Process  
Validation:  
**Process  
Performance  
Qualification**

COMMERCIAL  
MANUFACTURING  
& LIFE CYCLE  
MANAGEMENT

**Stage 3**  
Process  
Validation:  
**Continued  
Process  
Verification**

Commercial Product

PRODUCT  
DISCONTINUATION



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## Continued Process Verification (CPV)

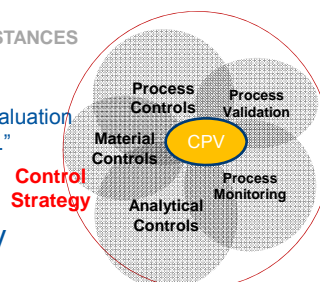
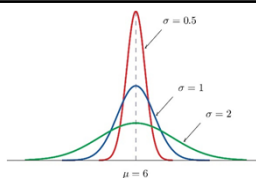
Controlling (Long-term) Variability.....

ICH Q8(R2): PHARMACEUTICAL DEVELOPMENT; Current Step 4 version; August 2009

"A comprehensive pharmaceutical development approach will generate process and product understanding and **identify sources of variability.**"

ICH Q11: DEVELOPMENT AND MANUFACTURE OF DRUG SUBSTANCES (CHEMICAL ENTITIES AND BIOTECHNOLOGICAL/ BIOLOGICAL ENTITIES): Current Step 4 version dated 1 May 2012

".....use of upstream controls should be based on an evaluation and **understanding of the sources of variability of a CQA.**"



## CPV an integral part of Control Strategy

ICH Q10: Pharmaceutical Quality Systems (Sect. 3.2.i)

- ".....execute a system for the monitoring of process performance and product quality to ensure a state of control is maintained. An **effective monitoring system provides assurance of the continued capability of processes and controls** to meet product quality and to identify areas for continual improvement."



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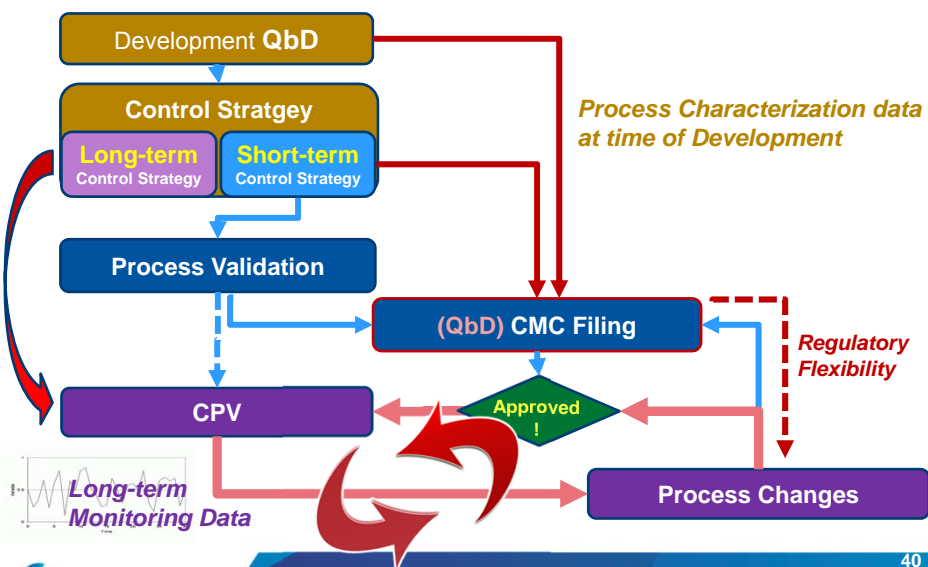
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## A Robust Long-term Control Strategy Required.....

Process Characterization during Development can not guarantee long-term Control.....



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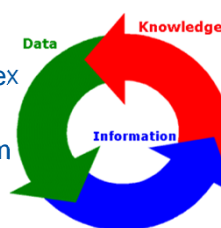
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## The Data Challenge:

QbD is Data Intensive !!

- Biological products are complex have many 'Critical Quality Attributes' (CQAs)
- Multiple high-resolution methods are typically required to analyze product quality
- Bioprocesses are also complex with many unit operations.
- Each unit operation can have multiple 'Critical Process Parameters' (CPPs)
- Relationships and interactions between process parameters and raw material attributes can be complex and difficult to measure
- Raw materials can be complex and can vary long term over the course of a products manufacturing lifecycle.



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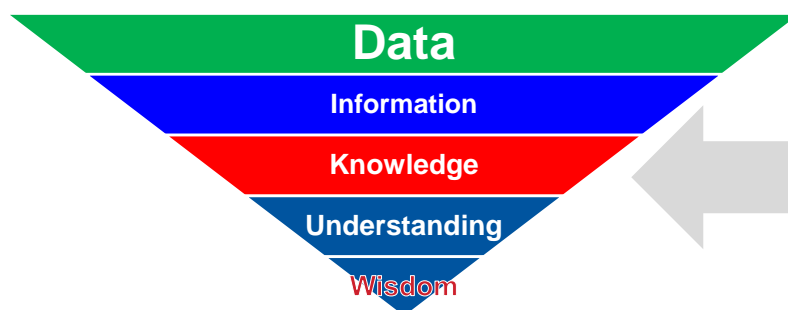
## Knowledge Management Seen as a Key Enabler for QbD

Leveraging what was learned from QbD studies.....

*"Knowledge Management is arguably the biggest challenge for QbD"*\*

*"...it is knowledge and not the volume of data that supports science-based submissions and their evaluation."*\*

\* Knowledge management in the QbD paradigm: manufacturing of biotech therapeutics. Herwig, Garcia-Aponte, Rathore. Trends in Biotechnology, July 2015, Vol33, No.7



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## The Complete Picture ..... of Future State

*Organizational Commitment to Systematic Approach throughout Product Development and Commercialization*

### PRODUCT DEVELOPMENT:

- Key focus on product's critical quality attributes (CQA) as the primary process performance target.
- Use of structure / function and pre-formulation studies for rational development
- Use of advanced high-throughput analytical methods

### PROCESS & ANALYTICAL DEVELOPEMNT:

- Well documented use of risk assessments (QRM!!)
- Use of qualified Scale-down models
- Design of Experiments (DOE) and statistical data analysis
- Identification of Critical Process Parameters (CPPs)
- Process understanding used to build control strategy.

### PROCESS & ASSAY IMPLEMENTATION:

- Technology Transfer and
- Integration of process-specific controls and Manufacturing and Quality Systems to create comprehensive control strategy.

### CLINICAL /COMMERCIAL MANUFACTURING:

- Continuous monitoring and process verification (CPV)
- Identification of performance trends and opportunities for improvement.



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## The Complete Picture ..... of Future State

*Organizational Commitment to Systematic Approach throughout Product Development and Commercialization*



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## What can you Do!?

Implications and Opportunities for the Manufacturing and Supplier Community.....

### Retrospective QbD .... An oxy moron!?

Data mining, multivariate analysis and identification of interactions  
Efficient experiment design, First-principles modeling  
Rapid, high-throughput analytical methods

### Characterization of raw materials and their variability

Single greatest impact on process performance and variability!!  
Detailed sourcing information and change notification  
Raw material manufacturing data (can be blinded)

### Data sharing

Supplier databases  
Leveraging data/experience from other operating companies

### Filing support

Submission ready documents and data sheets  
Links to pre-characterization work

### Standardization of equipment and components

Allowing interchangeability without extensive characterization, Validation ready  
Failure rate estimation  
Integration of instrumentation and controls with process equipment, Pre-qualification

### Knowledge and Data Management Systems

Data collection efficiency, standards, sampling systems, cross-platform intelligence



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## Questions?

Please use the microphone indicated so  
our recording includes audio of your  
question




## BIOPHARM DESIGNS

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(under construction)

### SKILLS & SERVICES

#### *Process & Technology Development*

- Quality by Design (QbD)
- Bioprocess development and characterization
- Bioprocess design and modeling
- Process & analytical control strategy and design
- Validation and CPV
- Process documentation including CTD filing sections

#### *Engineering*

- Conceptual design
- Cost modeling
- Design documentation
- Capital project management and commissioning
- Facility and process validation

#### *Technical Management*

- Technical organizational design
- Coaching and Training
- Business process design and governance
- Data & knowledge management and infrastructure

### BACKGROUND & EXPERIENCE

PhD biochemical engineer with 25+ years of experience in the biotechnology, pharmaceutical, and chemical industries. Bert has held director-level positions at Shire, Amgen, EMD and Acambis (now Sanofi) and worked as a senior engineer at Genzyme, Biometrics and Roche in process/facility design, bioprocess development and manufacturing technical services.

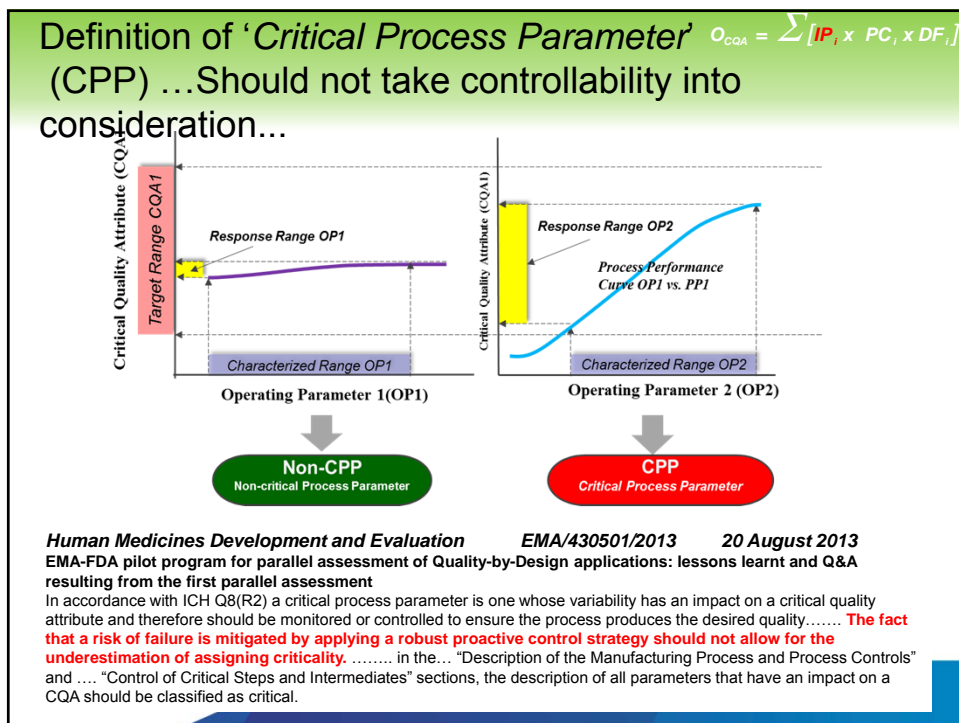
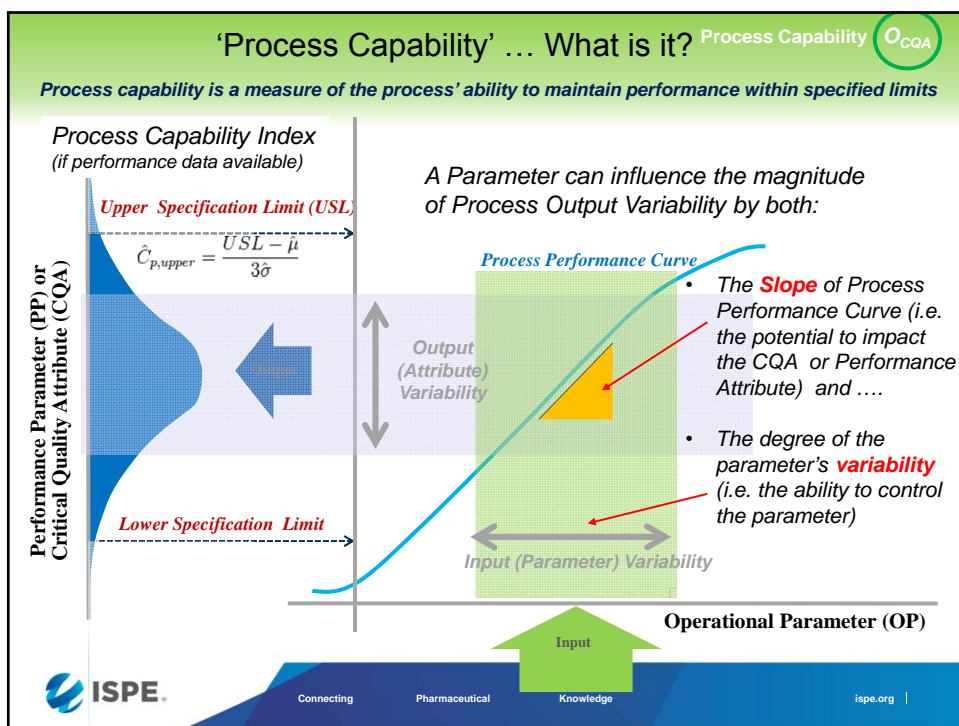
Bert received his B.S and M. Eng. Degrees at Cornell University in Chemical Engineering and his Ph.D. at Tufts University in Biochemical Engineering



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Backup Slides





**Human Medicines Development and Evaluation**  
**EMA/430501/2013 20 August 2013**

**EMA-FDA pilot program for parallel assessment of Quality-by-Design applications: lessons learnt and Q&A resulting from the first parallel assessment**

In accordance with ICH Q8(R2) a critical process parameter is one whose variability has an impact on a critical quality attribute and therefore should be monitored or controlled to ensure the process produces the desired quality..... **The fact that a risk of failure is mitigated by applying a robust proactive control strategy should not allow for the underestimation of assigning criticality.** ..... in the... “Description of the Manufacturing Process and Process Controls” and .... “Control of Critical Steps and Intermediates” sections, the description of all parameters that have an impact on a CQA should be classified as critical.



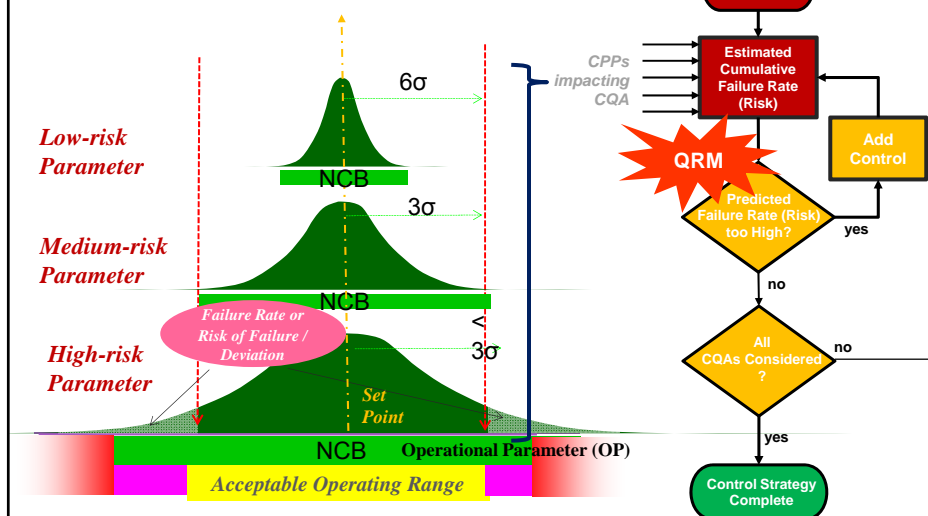
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**Process & Analytical Control Strategy Construction**



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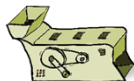
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## Manufacturing Components and Control Systems

The Six M's!



MAN	METHOD	MACHINE	MATERIAL	MEASURE	MOTHER NATURE
Training	Process Description	Engineering Design	Raw Materials Testing	In-process Assays	Biological contamination controls
Qualification	Process Instructions	Automation and Controls	Vendor Management	Release Assays	Chemical Contamination Controls
Job Descriptions	Master Batch Record Design	Alarm System	Component Testing	Stability Testing	Assay Controls
Alarm Response	Batch Records	Equipment Validation	Raw Materials Monitoring	Assay Performance Monitoring	Environmental Monitoring
Communication	SOPs	Calibration		Process Monitoring	Pest Control
Escalation	Form Preps	Maintenance			
	Deviations	Utilities			
		L&E			



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### The Promise of PAT....?

Process Analytical Technologies to the Rescue!?

*"This guidance is intended to describe a regulatory framework (Process Analytical Technology, PAT) that will encourage the voluntary development and implementation of innovative pharmaceutical development, manufacturing, and quality assurance."*

*"Unfortunately, the pharmaceutical industry generally has been hesitant to introduce innovative systems into the manufacturing sector for a number of reasons. ...."*

*"The goal of PAT is to enhance understanding and control the manufacturing process, which is consistent with our current drug quality system: quality cannot be tested into products; it should be built-in or should be by design."*

PAT seen as an enabler of QbD but.....

- Considerable investment required
- Limited analytical methods available for complex biological molecules
- Insufficient product and process understanding to know what to measure much less what to control
- Limited on-line and even at-line sensors available

### Guidance for Industry PAT — A Framework for Innovative Pharmaceutical Development, Manufacturing, and Quality Assurance

*Additional copies are available from:*

*Office of Training and Communication  
Division of Drug Information, HFD-240  
Center for Drug Evaluation and Research  
Food and Drug Administration  
5600 Fishers Lane  
Rockville, MD 20857  
(Tel.) 301-827-4573  
<http://www.fda.gov/cder/guidance/index.htm>*

*and/or*

*Communications Staff, HFV-12  
Center for Veterinary Medicine  
Food and Drug Administration  
7519 Standish Place,  
Rockville, MD 20855  
(Tel.) 301-827-5800  
<http://www.fda.gov/cvm/guidance/published.html>*

**U.S. Department of Health and Human Services  
Food and Drug Administration  
Center for Drug Evaluation and Research (CDER)  
Center for Veterinary Medicine (CVM)  
Office of Regulatory Affairs (ORA)  
September 2004  
Pharmaceutical CGMPs**



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## To QbD or Not to QbD!?

Classic Dilemma Management - Requires monitoring of leading indicators

**Advantages**

- Market Capture
- Potential exclusivity
- Earlier proof of concept
- Lower-risk back-end expenditures

**Disadvantages (Imbalance Indicators)**


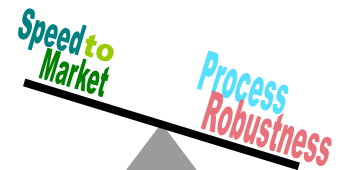
- Process failures, deviations and investigations
- Variability in product quality
- Resource drain on operations and quality personnel
- Filing rejections or delays
- Regulatory inspection observations


**Advantages**

- Well understood process with less upsets or deviations
- Smoother tech transfer
- More complete filing and better chance of approval
- Ability to meet product demand

**Disadvantages (Imbalance Indicators)**

- High up-front expenditures
- High resource loads
- Program delays
- Loss of market advantage



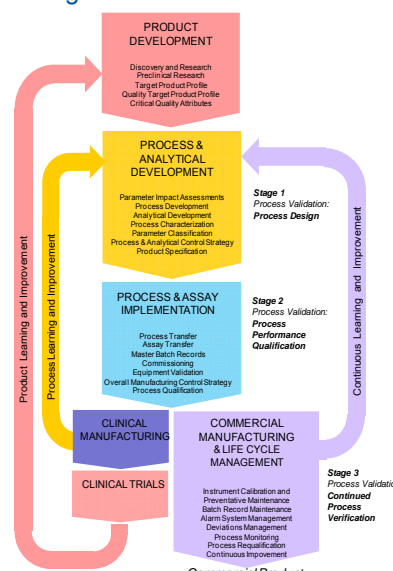
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## Product / Process Development & Lifecycle Management

*is an Iterative Process!*

- The development work flow is iterative by virtue of the phases of clinical development through human trials. Phase appropriateness.
- Clinical data feed back into product development and ultimate definition of product's design space
- Knowledge gained from clinical manufacturing of the clinical lots can be leveraged for subsequent rounds of process development.
- As the development progresses, the total quality risk is reduced until acceptable for commercial licensure and manufacturing.
- Continuous process monitoring and verification enables process improvement over time.





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