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# Data Integrity – Focus on Quality Culture

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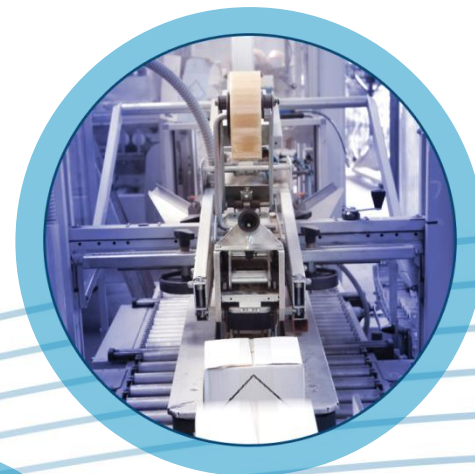
VP Manufacturing

Amgen

May 2020



Singapore  
Chapter





# Agenda

- **What Is data Integrity & Why is Important**
- **Pharma industry Issues**
  - 2012 to 2017
  - 2019 trends
- **Quality culture**
  - Why Now
  - Benefits
  - Trends
- **PDA Tool**
  - Key attributes
  - Data Integrity & Quality Culture
- **Examples**
  - Implementing in Manufacturing operations
  - Quality culture and Suppliers



# What is Data Integrity?

- **Complete, consistent, and accurate data to assure patient safety and product quality.**
- Complete, consistent, and accurate data should be attributable, legible, contemporaneously recorded, original or a 'true copy', and accurate (ALCOA).
- Good Documentation Practices for Static and Dynamic Records.
- Data integrity should be maintained throughout the data life cycle, including, but not limited to data creation, processing, archiving and disposition after record's retention period.



# Why Data Integrity is important?

- ***Lack*** of ***integrity*** undermines the assurance and confidence in a drug's ***Safety***, ***Efficacy*** and ***Quality***
- Data integrity problems ***break trust***
- Data integrity problems can ***severely impact*** your ***business***

Without data, you are just another person with an opinion – *W.E. Deming*

# Data Integrity Issues 2012 to 2017





# Data Integrity – Issues in Industry 2012 - 2017

1. **Failure to perform Required testing** – records generated but sampling or testing activities not performed. Regulators cited firms for failing to perform these activities while Certificates of Analysis (COA) indicate the final testing had been conducted.
2. **Falsification of critical data** – Falsification of sampling information or test results in worksheet/logbooks/test reports including fabricating results or passing results when original data failed to meet specifications.
3. **Deletion of data** – deletion or overwriting of electronic data of laboratory results.
4. **Deficiencies in deviation reports and investigation of data integrity issues** – deficiencies cited such as inadequate root causes, limited scope of investigations not extending to data integrity issues, lack of action plans to address deficiencies and how the Quality unit will avoid recurrence and lack of comprehensive assessment of all products manufactured or to support applications.
5. **Failure to Validate analytical methods** – reported in 2 FDA Warning letters





# Data Integrity – Issues in Industry (cont.)

## 2012 - 2017

6. **Falsification of CGMP records** – include modifications of records, omission, or reporting inaccurate results.
7. **Failure to ensure that laboratory records included complete data** – regulators found that companies failed to maintain critical test results pertaining to product tested and release. Some excluded Out-of-Specifications (OOS) results or not reported/investigated these tests. Some times testing was repeated and not reported.
8. **Failure to configure computerized systems to meet the requirements for the security and control of data** - include unauthorized system access including the deletion of raw data and failure to configure, enable or review audit trails. Referenced in more than 15 FDA citations between 2012 to 2017.
9. **Failure to document lab Records Contemporaneously and/or deliberate falsification of manual records** – inconsistencies when comparing lab documentation records against electronic data files
10. **Performing unreported sample test injections** – included in Four Warning letters. Unauthorized testing outside the quality systems

# Data Integrity 2019 Trends







# Data Integrity – 2019 trends

## Notable Warning Letter Trends



### 1. Supply Chain

- *Insufficient Impurity Profiles (e.g., genotoxic impurities)*
- *Repacking (unknowns in the chain)*

### 2. Microbial Contamination of Non-sterile Drug Products

### 3. Aseptic Processing Line Design

### 4. Data Integrity: Underlying Causes

- *A primary root cause is computer system vulnerabilities...*



# Data Integrity – 2019 trends

## Warning Letter *Data Integrity & Poor Laboratory Controls*



- The ***audit trail feature was disabled*** on instruments you use for quality control testing of your API, including your HPLC system.
- Your analytical systems also lacked controls to prevent users from deleting or altering electronic data.
- For example, a quality assurance manager, ***who also performed your analytical tests, had administrator access to each system.***



# Data Integrity – 2019 trends

## Data Integrity *Outright falsification*



“You were not able to provide analytical test data for three batches of [REDACTED] spray and one batch of [REDACTED]. We found that you created certificates of analysis for these four batches before they were manufactured and tested.”

FDA sampled the OTC product at the border and found it was out of specification.

# Quality Culture





# Why Now In The Pharma Industry ?

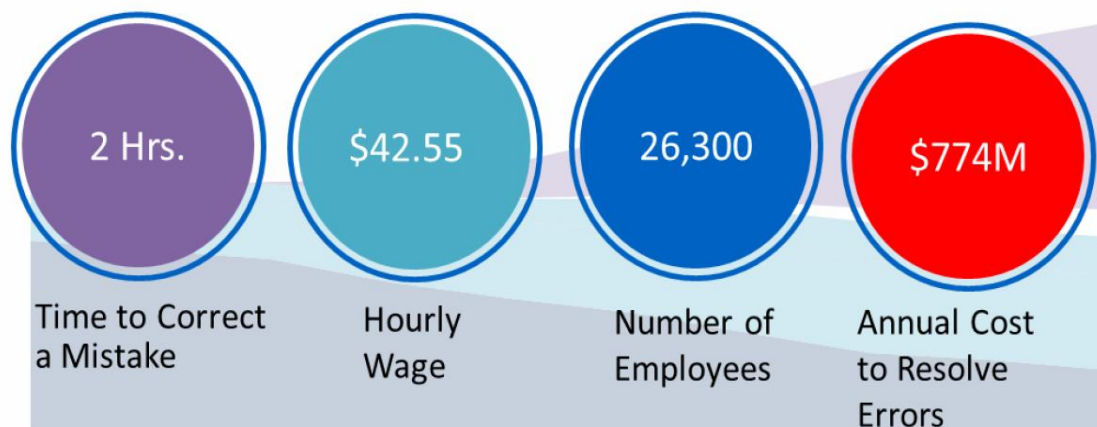
- Pharma focus on manufacturing cost and productivity
- Rising regulator scrutiny on quality & their focus on metrics
- Regulators are beginning to assess quality culture
- Rising consumer scrutiny (i.e. social media)
- Research has shown a positive ROI for strong quality culture

**Harvard Business article outlines research on the positive financials**





# Benefits of a robust Quality Culture



For every 5,000 employees, moving from the bottom to the top quintile would save a company \$67 million annually

Harvard Business Review April 2014 "Creating a Culture of Quality"  
CEB (Corporate Executive Board) Results of Two Years of Research

Employees in the top-quintile culture of quality saw 75% fewer significant mistakes than those in the bottom quintile.

**Building a strong quality culture results in significant savings**



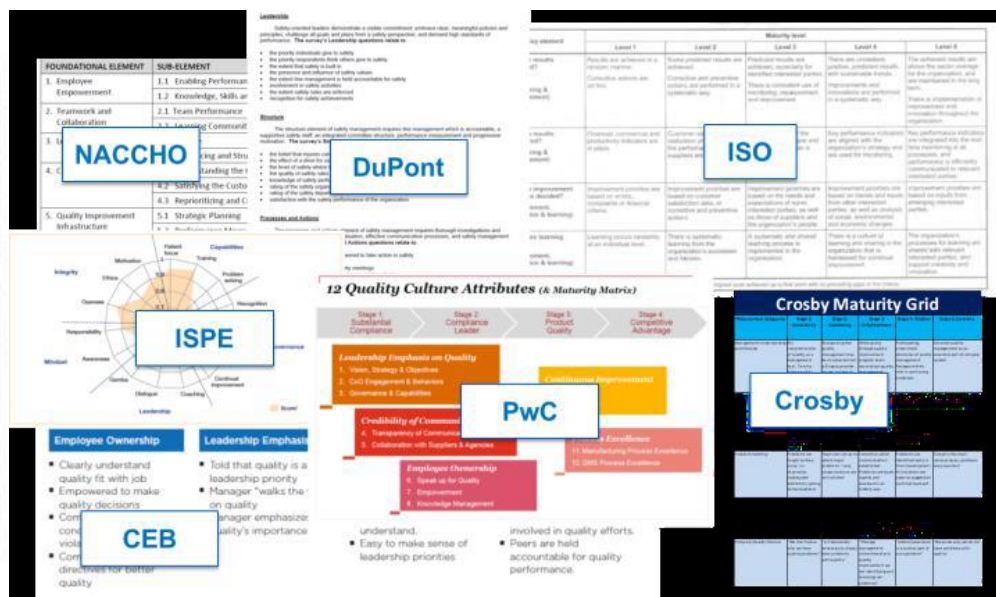
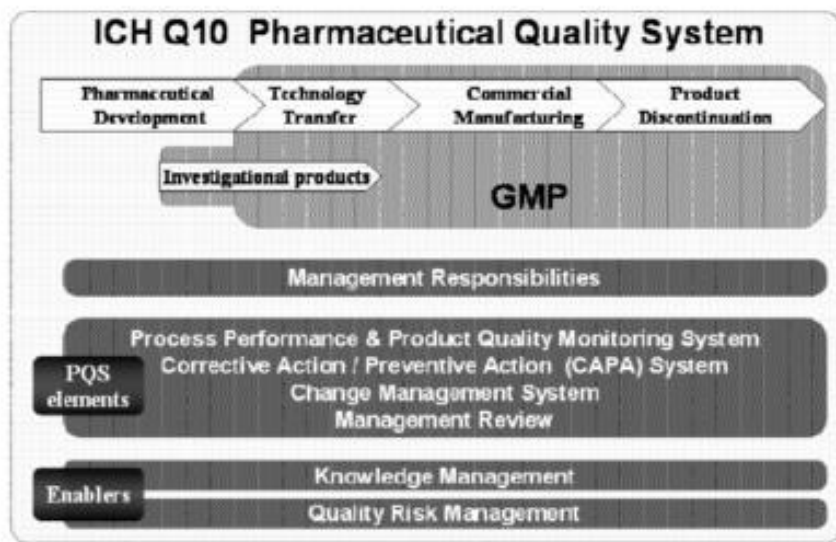
# Quality Culture *PDA Tool*





# PDA Tool - Foundations

Diagram of the ICH Q10 Pharmaceutical Quality System Model



Developed based on key attributes in ICH Q8, 9, 10, 11 and other Maturity Models



# Quality Culture is a Journey

**Need to  
assessed  
what is  
going well  
and what  
may need  
some  
additional  
focus**

## **Pre-Assessment Questionnaire**

- One set of answers per site to pre-score and plan the on site interviews in the most efficient way possible

## **Quality Culture Self Assessment Tool**

- Independent assessment via interviews with staff and leadership at the site
- focused on mature quality attributes

## **Quality Culture Behavior Staff Wide Survey**

- Administered confidentially by PDA; blinded results returned
- Used to collect input from staff at the site

## **Quality Culture Data Analysis & Action Plan**

- Review the survey results and comments to identify areas of focus and have activities currently in progress on site to address areas of opportunity

**Require a structured implementation of the PDA methodology**



# PDA Tool – 5 Attributes

## Leadership Commitment

**Commitment to Quality**  
Accountability and Quality Planning

**Enabling Capable Resources**  
Safety Program  
Rewards and Recognition  
Feedback & Staff Development

## Continuous Improvement

CAPA robustness  
Root Cause  
Human Error  
Clear Quality Objectives and Targets  
Continuous Improvement

## Communication & Collaboration

**Quality Communications**  
Quality Communications  
Management Review and Metrics  
Management Review  
Metrics  
Internal Stakeholder Feedback  
Internal Stakeholder Feedback  
Quality Culture Survey  
Collaboration with Assessors (*optional*)  
Operations Readiness & Knowledge

## Employee Ownership and Engagement

**Understanding Quality Goals**  
Impact on Product Quality  
Patient Impact  
Staff Empowerment and Engagement  
Process Ownership & Engagement  
QMS Processes

## Technical Excellence

**Utilization of New Technologies**  
Manufacturing Technologies  
Maturity of Systems  
Training  
Business Conduct  
Quality Risk Management

**Mature quality attributes that highly correlates to positive behaviors**



# Data Integrity & Quality Culture



Importance of  
Data Integrity



Attributes of  
Quality  
Culture



Deficiencies







# Data Integrity & Quality Culture

***Lack integrity***

***Break trust***



***Business Impact***



1. Failure to perform required testing
2. Falsification of critical data.
3. Deletion of data
4. Deficiencies in deviation reports and investigation of data integrity
5. Failure to Validate analytical methods
6. Falsification of CGMP records
7. Failure to ensure that laboratory records included complete data
8. Failure to configure computerized systems to meet the requirements for the security and control of data
9. Failure to document lab Records
10. Performing unreported sample test injections



# Manufacturing Facility





# What are potential signals?

**In-process controls are okay  
but final testing results are  
Out of Trend (OOT) or Out of  
Specifications (OOS)**



**QC results okay but  
Stability indicators  
failing**

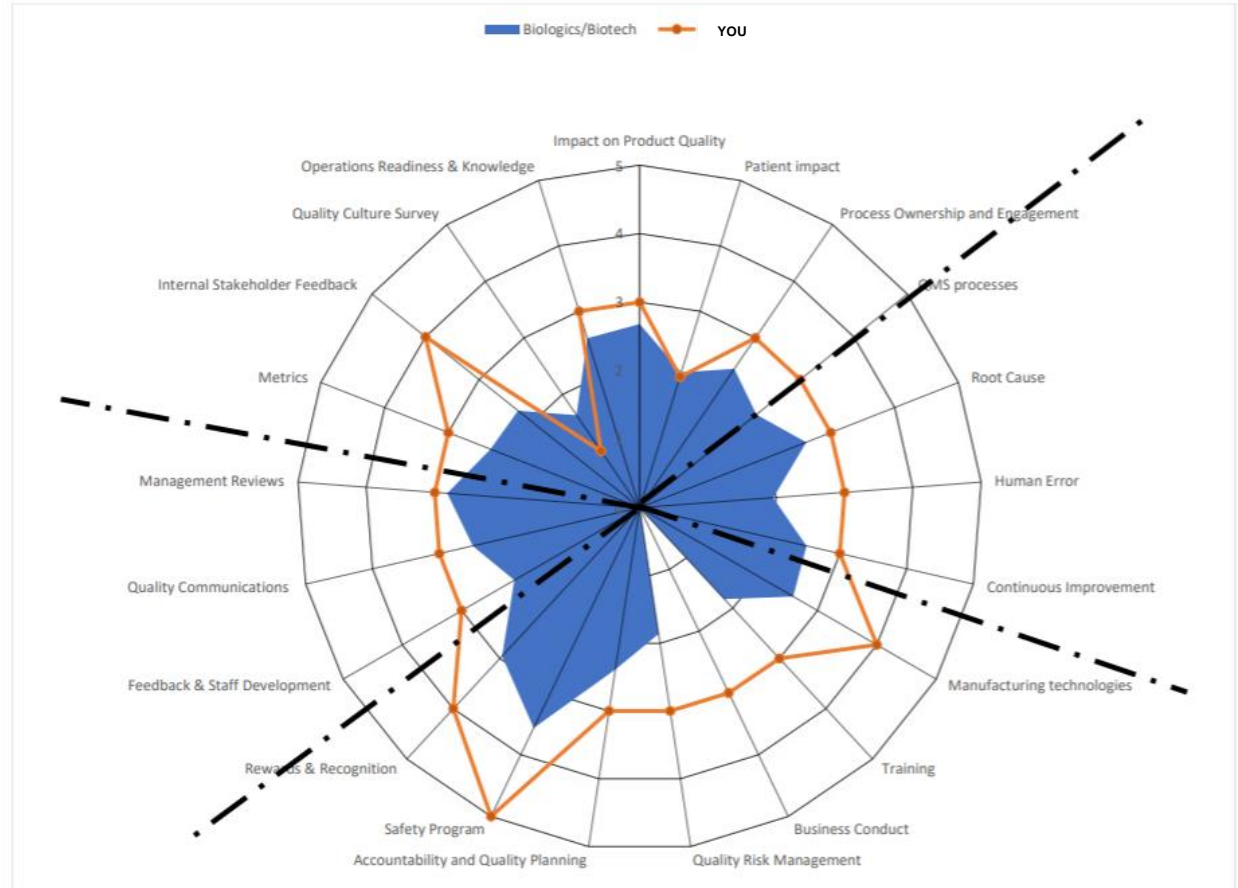


**Repeated investigations  
due to missing or wrong  
information in the batch  
records**





# Start with a self assessment



**Knowing your baseline is key to your success**



# How to implement a robust Data Integrity/Quality Culture

1. **Define baseline** - Measure compliance as starting point with a questionnaire or survey
2. **Training** - Proactively refresh personnel on the requirement on Good Documentation practices:
  - SOP - Good Documentation Practices
  - Instructor or Web-Based Training - Good Documentation Practices for Operations
3. **Operations oversight** - Include Data Integrity as part of the Quality Oversight or GEMBA walks
  - Focus on Learning not punishment
4. **Internal audits** – ensure are DI is part of the internal audit
  - Prepare your team by conducting mock inspections of the topic
5. **Take action**– take all the input and create a comprehensive plan.
  - Get Management buy-in.





# What else you can do?



Quality Month  
Quality Week  
Targeted Information Sharing  
Critical Steps Hypercare  
Staff Development Program  
Improved Feedback Loop  
Encourage the Devil Advocate  
Role



# Suppliers







# What are potential signals?

**Frequent discrepancies  
between the CoA  
information and your  
internal QC testing**



**Frequent  
communications of  
changing on critical  
components not  
notified before the  
change**



**Long investigations lead  
times with no  
reasonable  
explanations**





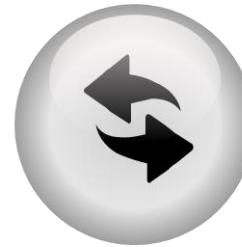
# Quality as a cornerstone of your partnerships



**Early Signal  
Detection**



**Enhance  
Process  
Robustness –  
Critical  
attributes**



**Integrate  
Your  
Quality  
Systems**



**Develop  
their  
Quality  
Culture**

**Suppliers are key to part of our success!**



# Early Signal detection

## Objectives:

- Early detection & action
- Reduce Variability
- Improve robustness

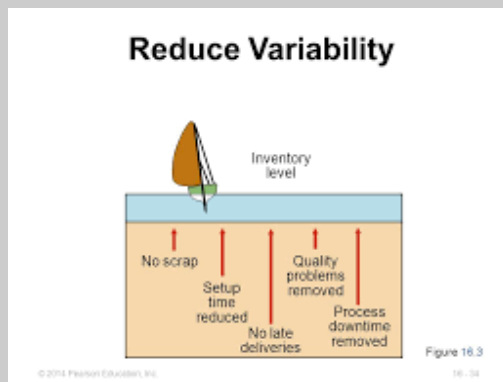
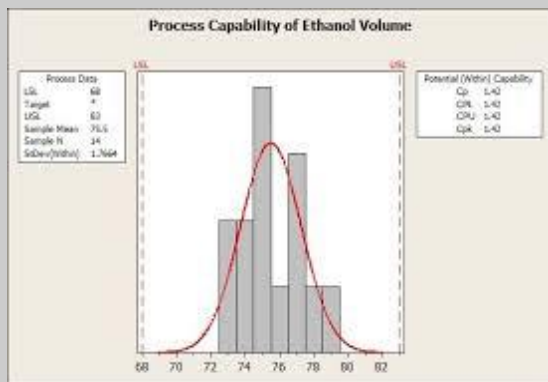




# Enhance Process Robustness – Critical attributes

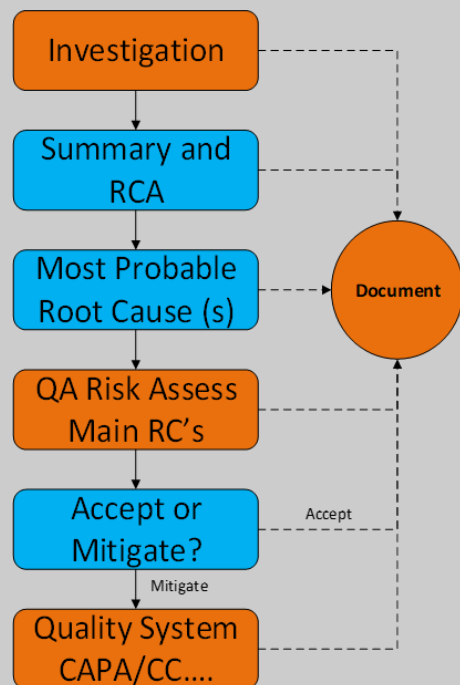


1. Control Critical Quality attributes
2. Use Statistical analysis to improve processes
3. Identify activities to improve Cpk's
4. Reduce variability





# Integrate Quality systems



- Investigation process should include a Root Cause Analysis (RCA)
- RCA should identify Most Probable Root Cause(s)
- Application of a risk assessment should lead to a decision point of acceptance or mitigation of the risks
  - If risk accepted → proceed to document decision
  - If decided to mitigate → proceed to use of quality system





# Advance their culture of quality

## Mature Quality Attributes = Positive Behaviors



**Leadership Commitment**

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**Employee Ownership and Engagement**

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Patient Impact  
Staff Empowerment and Engagement  
Process Ownership & Engagement  
QMS Processes

**Technical Excellence**

Utilization of New Technologies  
Manufacturing Technologies  
Maturity of Systems  
Training  
Business Conduct  
Quality Risk Management



# Conclusion





# Conclusion

- Data Integrity = a complete, consistent, and accurate data to assure patient safety and product quality.
- Key issues of a wrong Data integrity/Quality Cultures are:
  - ***Lack of integrity*** undermines the assurance and confidence in a drug's Safety, Efficacy and Quality
  - Data integrity problems ***break trust***
  - Data integrity problems can ***severely impact*** your **business**
- Quality Culture is a ***Journey*** and the PDA tool can help you to identify the right path with a structured approach
- ***Take action***– take all the input and create a comprehensive plan.
  - ***Get Management buy-in.***



# Data Integrity – Sources & links

## FDA position on Data integrity (2017)

- [https://www.pda.org/docs/default-source/website-document-library/chapters/presentations/missouri-valley/data-integrity-issues-concerns.pdf?sfvrsn=406c808e\\_4](https://www.pda.org/docs/default-source/website-document-library/chapters/presentations/missouri-valley/data-integrity-issues-concerns.pdf?sfvrsn=406c808e_4)
- PDA Technical report 80 – Data Integrity Management system for Pharmaceutical Laboratories
  - Section 3.0 Regulatory trends for data integrity in Pharmaceutical Laboratories
- FDA CAPT Sharon K. Pederson (Thoma), PharmD - Data Integrity Issues & Concerns - PDA Meeting Kansas City, MO August 21, 2017
- C. Chen & S. Mendivil – 2019 PDA/FDA Regulatory Conference / Sept 16 -18 / Washington, DC
- R. Friedman MS (FDA) – 2019 PDA/FDA Regulatory Conference / Sept 16 -18 / Washington, DC

