

Annual Stakeholder's Forum

Customer Centric Service Provision

A review of the year

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Protecting Your Right To Quality Medicines

Presentation Outline

- Who are our customers?
- A few highlights of activities undertaken to improve customer satisfaction
- Findings of the MCAZ customer satisfaction survey
- Planned strategies to address findings



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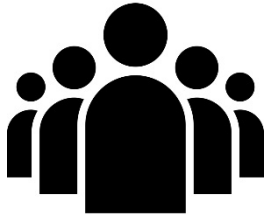
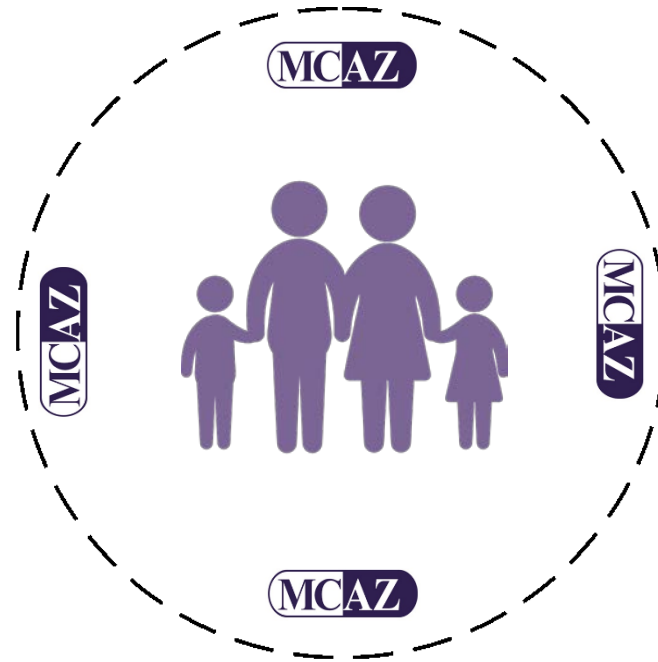
MOHCC



Industry



Healthcare
Professionals



Donors



Research



Other

QMS

- Adoption of ISO 9001:2015 standard - focused on meeting customer expectations and delivering customer satisfaction
- Continuous process improvements
- Automation of sample submission, customer complaints and feedback
- Timeous review of customer requests



Finance, ICT, PR

- Provided different payment platforms for customers e.g Ecocash, Point of Sale machine
- Various initiatives conducted to reach the urban population
 - Appearances on various media platforms such as TV and Radio
 - Drug Awareness campaigns in schools
 - School orientation days to MCAZ
 - Community Awareness Program through churches
 - Social media presence on Twitter and Facebook
 - Participation in relevant meetings and conferences



Licensing & Enforcement

- Improved turnaround times for new applications - approval in 2 weeks
- Fees for export permits reduced from USD50 to USD40
- Fees for Local Authority Clinic nurse reduced from the from USD75 to USD15
- GMP Quality Circle and Human Liaison meetings



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Pharmacovigilance & Clinical Trials

- Improved processing time for CTs – average time to authorization of a study of 78 days (target of 90 days).
- Development of the e-ADR online reporting tool
- Publishing of the Drug Information Bulletin May 2017 edition
- Development of Adverse Events Following Immunization Surveillance Guidelines 3rd Edition; January 2017

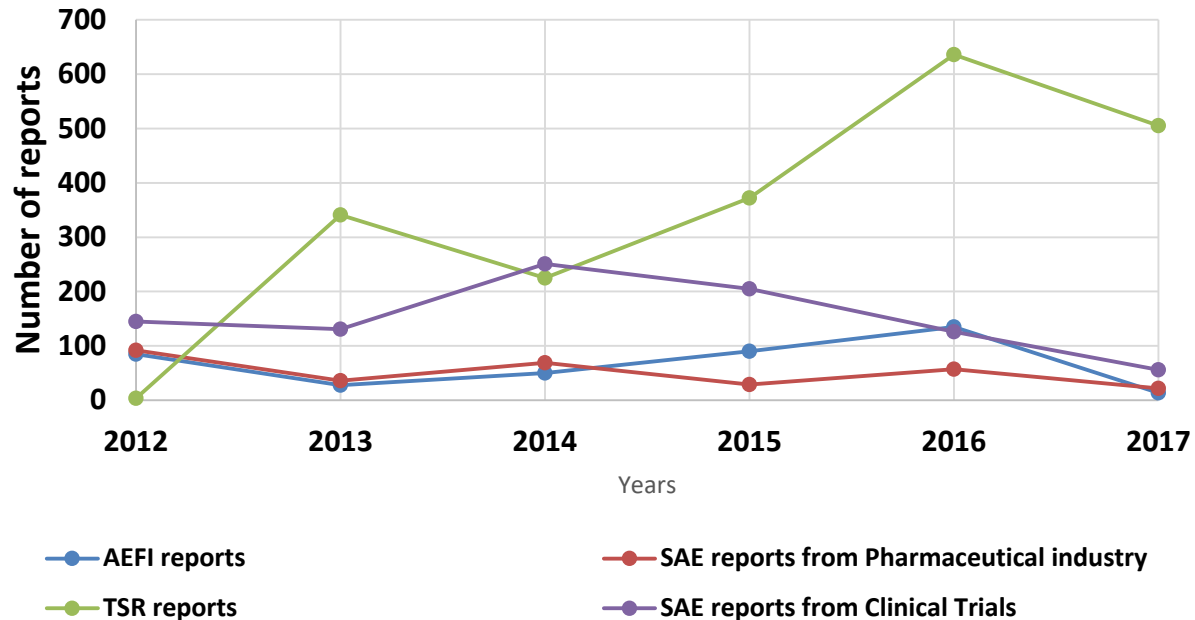


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Pharmacovigilance & Clinical Trials

- Continued training of health professionals on Targeted Spontaneous Reporting (TSR) – 232 professionals in 7 provinces

Fig.1 ICSR received by the MCAZ



Chemistry & Microbiology

- Improved turn around times for Condom samples and medicines



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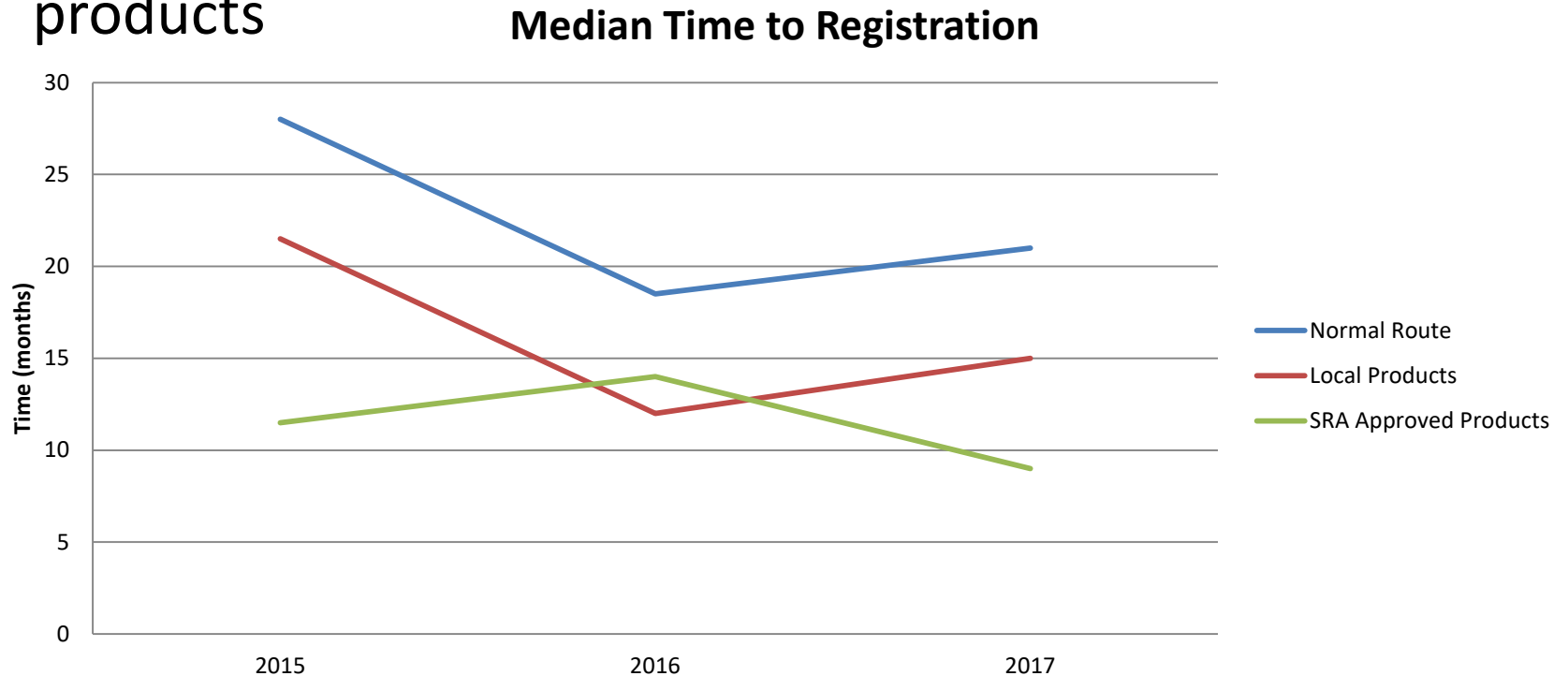
Evaluations & Registration

- Email notification to clients to collect letters or certificates at the reception
- Introduction of EVR quotation confirmation form
 - reduced chances of payment of incorrect fees and unallocated funds
 - Increased convenience for the customer as time spent at MCAZ during submission of the dossier is reduced
 - Increased efficiency for interdependent divisions
- Publication of registration process, guidelines for BE comparator products, screening checklist for biologicals , revised checklist for allopathic meds, drug registers (allopathic, complementary, veterinary medicines)



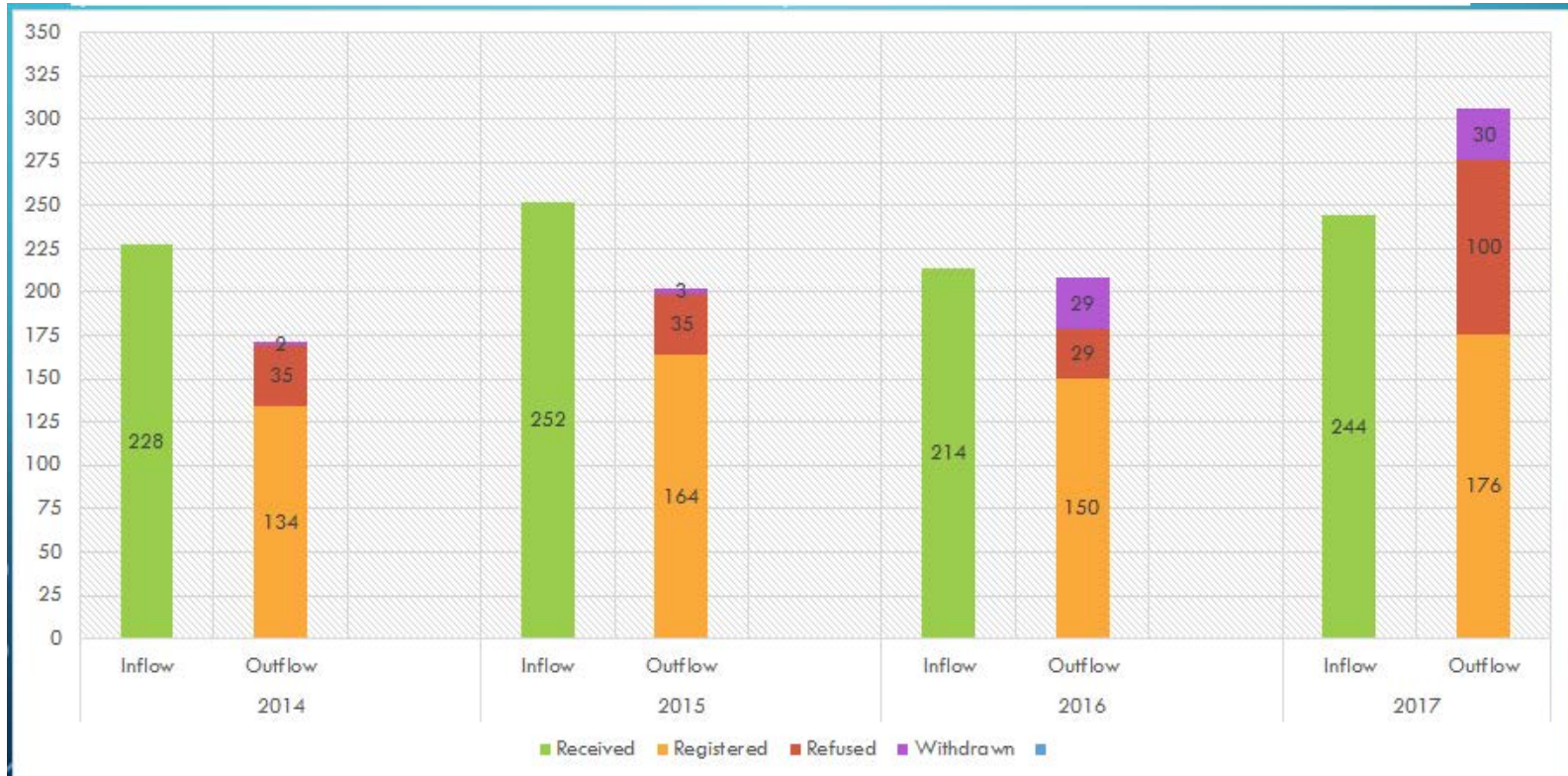
Evaluations & Registration

- Improved timelines.
- Abridged review of SRA, WHO PQ. Priority review of local products



Evaluations & Registration

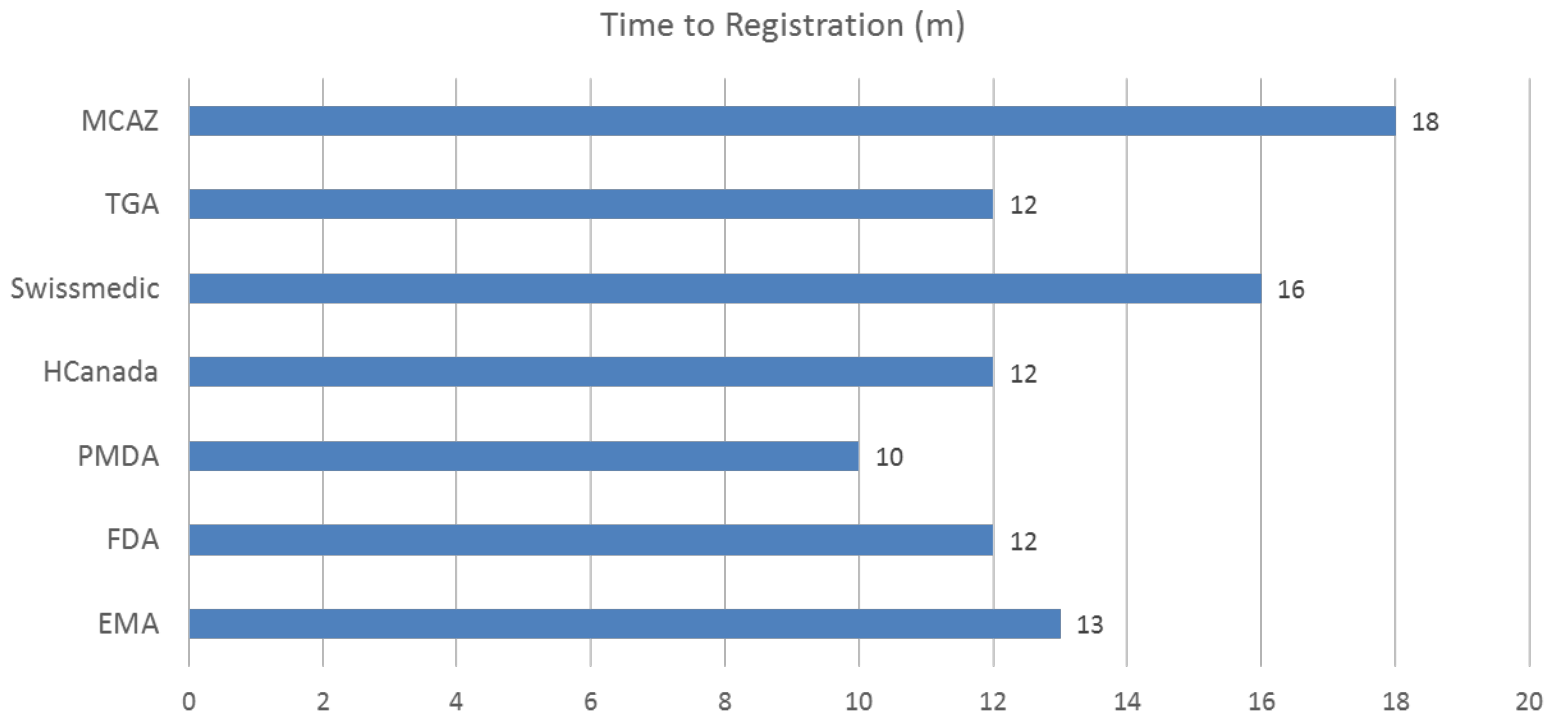
Clearance of backlog of old dormant files



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Evaluations & Registration

- Registration timelines
 - Performance against stringent NRAs [adapted CISR]



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ZAZIBONA: Real Work Sharing in Practice!

Since 2013

2 | meetings/Year
of Heads of Agencies
(HOA)

14

Training Sessions

17

of Assessment
Sessions: 4 | year



17

Manufacturers inspected
for GMP compliance:
4 schedules | year



12 | Average
of products
per session



ZAZIBONA

68%

Positive

vs

20%

Negative

vs

12%

Withdrawn

197 in Total
(Nov 2017)

=

63 Pending Responses
from Manufacturers

+

134 Product Finalised



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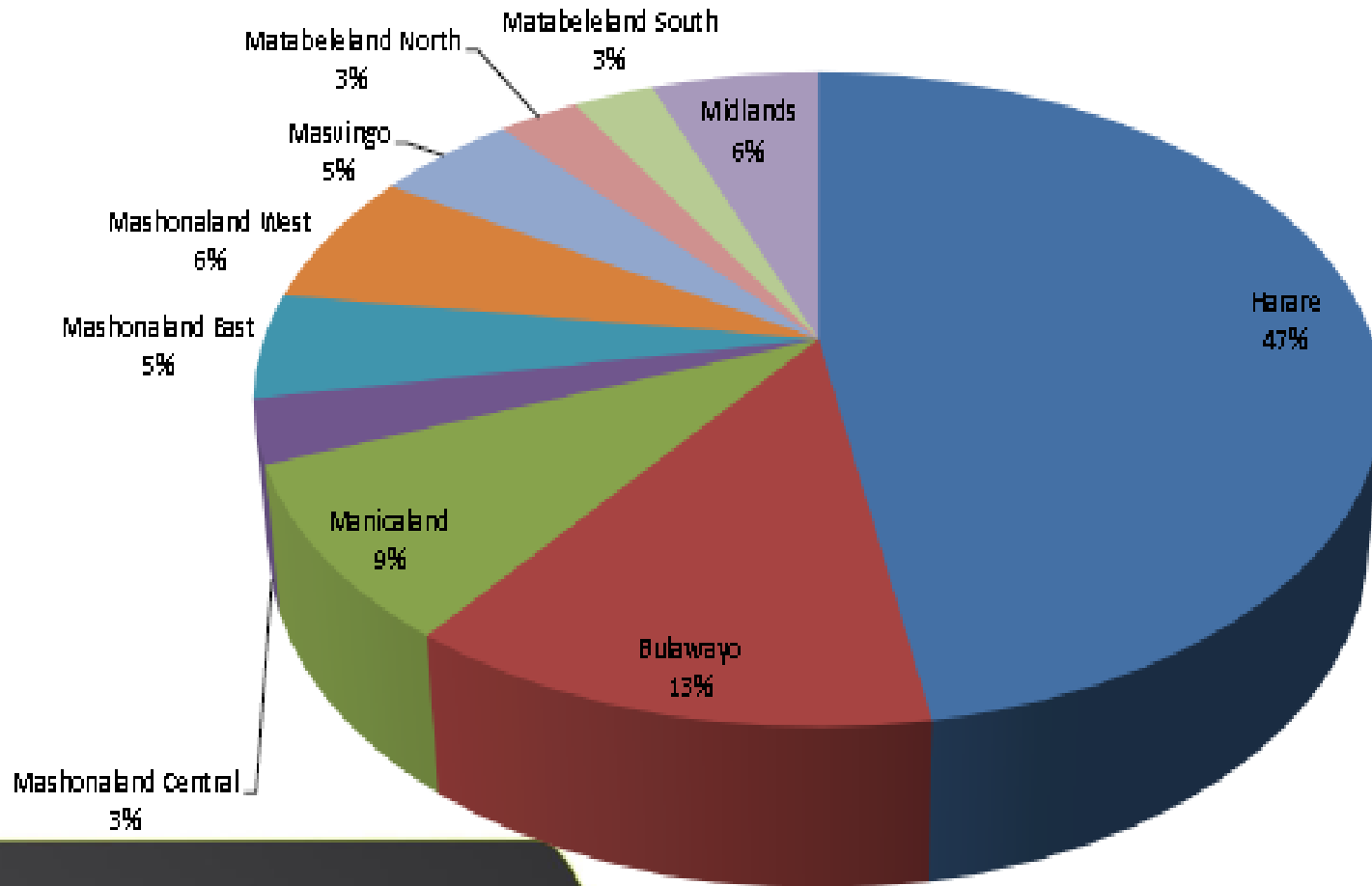
Objective of MCAZ Customer Survey

The primary objective of the Comprehensive Customer Satisfaction Survey was to determine the customers' current level of satisfaction on business engagements with MCAZ, and their expectations and market perceptions towards the MCAZ brand.



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Coverage



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Coverage

Division	Customers Responses Received (Nb.)	Representative Number of Customers
Chemistry	4	4
Evaluations & Registrations	5	60
Licensing & Enforcement	556	556
Medical Devices & Microbiology	14	14
Pharmacovigilance & Clinical Trials	8	8
Grand Total	587	642



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Attributes measured



- Responsiveness
- Assurance
- Tangibles
- Empathy
- Reliability
- Regulation

- ***Result = 59.84% satisfaction index***
- 80% of problems → responsiveness, assurance and empathy.

Findings

Satisfied customers

- Highly impressed with the MCAZ.
- Prompt follow up of queries
- Friendly and knowledgeable staff
- MCAZ is a regional leader
- MCAZ continues to enhance its operations



Findings

Satisfied customers

- Globally competitive organization
- Keeps the pharmacy profession in good standing because of its integrity
- Commendable humanitarian approach and sensitivity in registering medicines
- Professional and efficient



Findings

Responsiveness

- Staff taking too long to respond to customers
- Late resolution of queries.
- Lack of communication on expected date of delivery of a particular service
- Failure by MCAZ to meet deadlines/timelines with no communication
- No acknowledgement of receipt of applications



Findings

Assurance

- Unclear guidelines, conflicting advise from officers
- Rude and disrespectful officers
- Lack of courtesy when clarifying issues to clients



Findings

Empathy

- Skeptical approach towards customers
- Lack of flexibility in handling complaints
- Lack of flexibility in working hours.
- Lack of personal care and customer tailored service



Findings

Regulation

- Ineffective control of illegal sale of drugs
- Inadequate list for section 75 products
- Failure to meet timelines for approval of local products.
- Long turnaround times
- High fees and inflexible operating hours
- Selective application of rules and regulations
- Partiality towards government hospitals
- Registration of new products not promoted
- Inconsistent performance



Findings

Reliability

- Reports not sent timeously
- Punitive measures when requirements are not met
- Errors from MCAZ with no recourse
- Failure to meet timelines
- Occasional loss of documents



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Findings

Tangibles

- Room to embrace technology better (email, twitter, Facebook)
- Marketing material not readily available
- Inadequate visibility
- MCAZ website not user friendly and not up to date



Strategies - Responsiveness

- Regular M&E of customer needs and expectations
- Use of email, SMS, TV, Radio and social media for communication and feedback
- Creation of helpdesk with a dedicated WhatsApp line
- Publishing anonymous complaints on the website
- Acknowledgement letters to be sent for all applications received.
- Automation of key business processes



Strategies - Assurance

- Customer Service Excellence training
- Stakeholder meetings
- Development and review of guidelines
- Pharmacovigilance system for VMPs



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Strategies - Empathy

- Customer Service Excellence Training
- Regular stakeholder meetings



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Strategies - Regulation

- Enforcement in partnership with law enforcement agents
- Costing of all MCAZ services
- Automation of key processes e.g application for section 75, narcotics etc
- Consistent issuing of circulars for applicable changes that are of public interest.
- Retention fees invoices to be appended to reminder letters
- Expedited review of innovator medicines



Strategies - Regulation

- Increase the scope of the drug information bulletin
- Aggressive campaigns against illegal sale and use of medicines



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Strategies - Reliability

- LIMS to reduce errors in report writing.
- Setting up of Online Systems for:
 1. Processing Applications for licenses
 2. Processing Applications for permits
- e-Clinical trial application system & CT registry platform
- Automated tracking tool for applications for registration
- All payments to be made through the bank
- Assessment of ERP for processing speed improvement



Strategies - Reliability

- Submission of applications in electronic format
- Opening of expedited review channel for new applications and amendments
- Publishing of drug register updates monthly



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Strategies - Tangibles

- Website redesign
- Redesign of promotional material
- Regular updates on Publications Page on Website
- Clear signage
- Inclusion of location in promotional material
- Round-the-clock access to social media to issue regular updates and timely responses



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**“Your most unhappy customers are your
greatest source of learning” – [Bill Gates](#)
(Founder, Microsoft)**



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Acknowledgements

- MCAZ management
- Mr Shingai Gwatidzo



Protecting Your Right To Quality Medicines and Medical Devices

Thank You



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