

# Quality by Design is Essential for Ongoing Pharmaceutical Industry Success

PharmaQbD.com is dedicated to this needed dialog. Will you join us?

## Two Reasons Why Quality by Design (QbD) Is Essential:

### #1 Regulators are actively encouraging it, and will eventually demand it

*"We hold drugmakers accountable." – Dr. Janet Woodcock, FDA*

*"A maximally efficient, agile, flexible pharmaceutical manufacturing sector that reliably produces high quality drug products without extensive regulatory oversight."*

*– Dr. Janet Woodcock, FDA*

### #2 Solid business practices demand it

- As the blockbuster drug model loses steam, pharmaceutical companies are required to be successful at developing and manufacturing more specialized drugs
- Ongoing profit margin pressures
- Risks must be controlled as misses, mistakes and adverse affects become more and more costly

## Some of the Required Elements of a Quality by Design Approach:

- Scientific, risk-based approach to pharmaceutical development
- Begin with pre-defined objectives—beginning with the end in mind
- Data integrity—data reliable enough for decision making
- Process and product understanding from early stages of the development process
- Dedication to continuous learning via monitoring and recording as well as continuous improvement
- Knowledge management
- Cross-team communication

## PharmaQbD.com—the ONLY Platform Dedicated to This Essential Dialog

PharmaQbD.com, from the publishers of *Pharmaceutical Manufacturing*, was launched in the fall of 2008 to serve as an active and ongoing source of education, ideas, best practices and peer-reviewed information pertaining to the Quality by Design (QbD) movement.

## PharmaQbD targets and attracts the following audience:

### Scientists

- Chief Scientist
- Members of the Technical Staff

### Director, Manager, VP, SVP of:

- Process development
- Product development
- Technology transfer
- Research and Development
- Business development
- Clinical R&D
- Clinical safety and pharmacovigilance
- Clinical manufacturing
- Clinical supply operations
- Clinical trial and project management

- Chemical Manufacturing Control (CMC)
- Compliance
- Quality Assurance and Control
- Outsourcing
- Regulatory affairs
- Risk management
- Manufacturing and Operations
- Strategic planning and alliance development

### “C” Level Executives

- CEO
- President
- CFO
- COO

## What is the Opportunity for You?

Industry members are seeking key partners and solutions to help foster a more efficient and less risky drug development. PharmaQbD is becoming an increasingly important platform for this discussion.

Let us introduce, remind or the further the industry’s understanding of your solutions and capabilities.

### PharmaQbD.com Introductory Package

#### Tremendous Value. Cost Effective

- Top sponsor or skyscraper ads within six PharmaQbD.com E-News (bi-monthly e-newsletter to more than 18,000 subscribers)
- 3 months of leaderboard or boombox run of site impressions on PharmaQbD.com
- One lead generation program (white paper, podcast, on-demand webcast)
- PR participation in PharmaQbD.com
- Customized E-Education piece for use within marketing efforts to your own database—html file created, designed and provided to you

### Package Deliverables:

- Nearly 26,000 impressions of your marketing messages to key pharmaceutical industry members\*
- Approximately 125 industry members driven to a designated landing within your own website.\*\*
- Approximately 130 leads from the download of your content.\*\*\*
- Thousands of impressions via PR participation
- E-Education piece to further your leadership position amongst your identified customer and prospects.

### Pricing:

\$8,000 gross, \$6,800 net (can be invoiced in two installments)

\*based on average open rates of PharmaQbD.com E-News, plus website impressions

\*\*based on average e-newsletter advertising and website advertising click thru rates

\*\*\*based on average download activity from lead generation program