



# Affiliate Survey Results

## PhD Students Day

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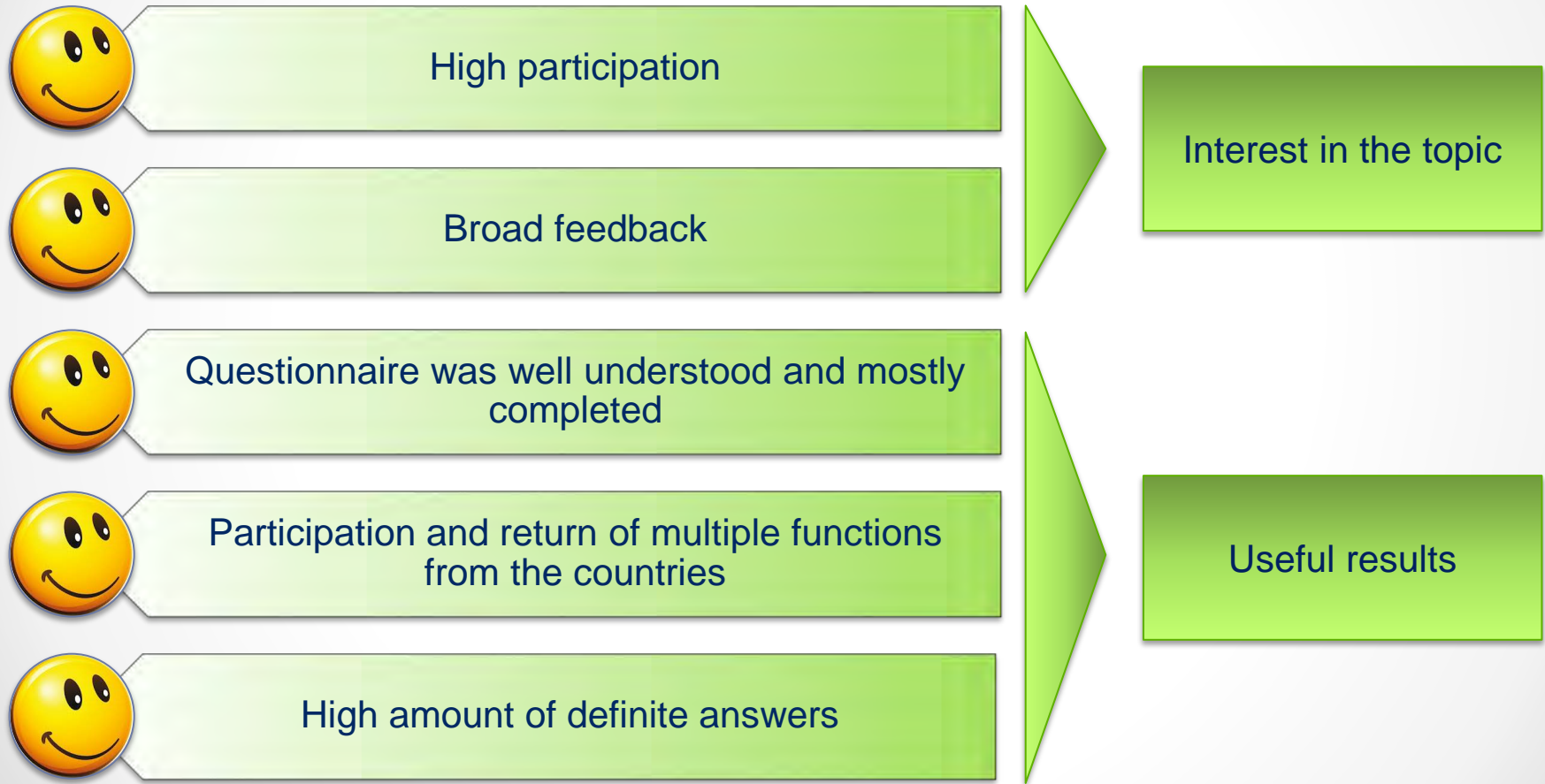
# Background

- Counterfeit-related survey in all affiliates was conducted in October 2012
- Target functions: Medical Affairs, Pharmacovigilance, Quality Assurance, Legal, Medical Information, Marketing

- Questionnaire has been distributed to 272 employees in 84 countries
- 149 respondents from 70 countries took part (Response rate: 55%)

- Web-based questionnaire comprising 20 questions
- Conduct via Bayer Business Services

# Outcome



# Scope: To Gain Information About

## Importance & Awareness

- Importance of the counterfeit issue in the countries
- Awareness across the functions and countries in a region

## Implemented Activities

- Anti-counterfeit activities (company-internal and by external parties)
- Involvement in ACF initiatives driven by external parties
- Co-operation with authorities, associations, etc.

## Knowledge & Training

- Knowledge about local processes and responsibilities
- Affiliate-internal training activities (trainer, trainees, contents)

## Required Support

- Need for support from headquarter functions
- Interest in counterfeit-specific tools, information materials, etc.

# Importance & Awareness

## **High Importance:**

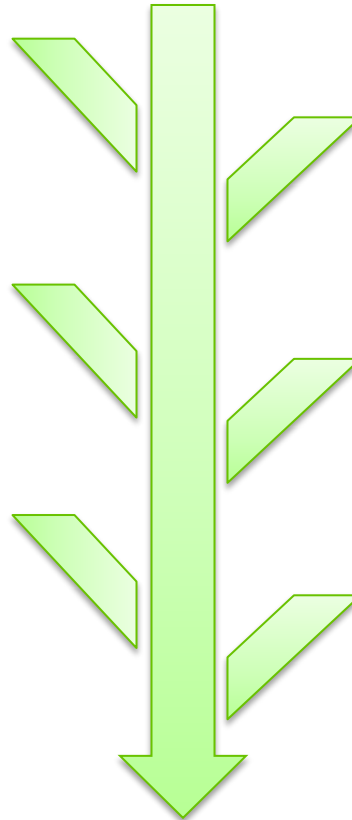
Topic of high importance for 84% of the respondents

## **Regions:**

Counterfeit topic affects all regions

## **Heterogeneity:**

Mainly consistent responses within countries except in EU I countries;  
Heterogeneity between countries affects all regions



## **Impact:**

75% of all respondents assess the counterfeiting issue as constant or increasing; incl. industrialized countries

## **Cross Divisional Issue:**

All Healthcare divisions are affected

## **Interest:**

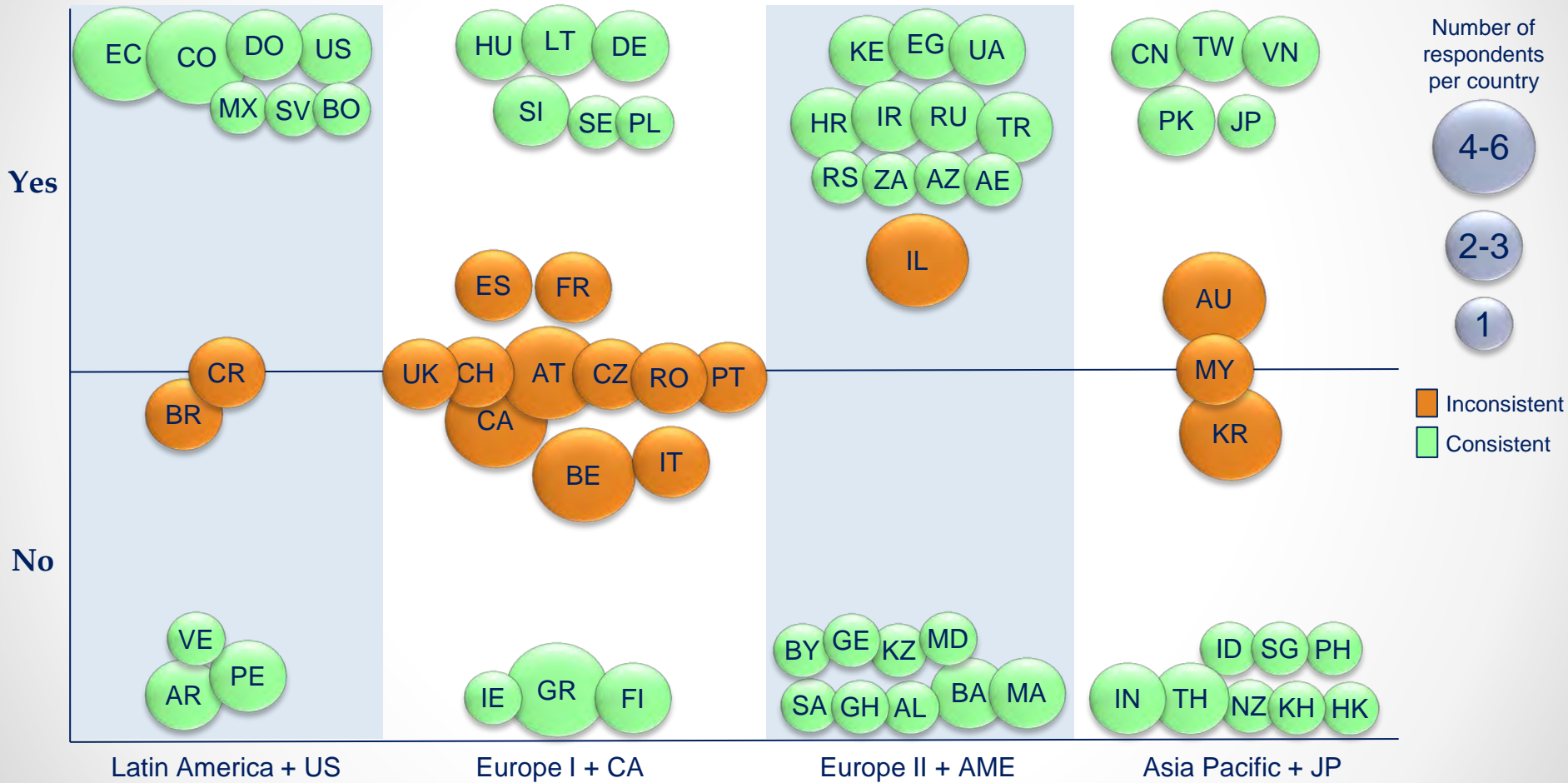
Even functions less familiar with the topic did show great interest

- ➔ Topic of high importance and interest across all regions, functions, and divisions
- ➔ Heterogeneous views within and across countries

# Are You Aware Of Counterfeits Of BPH\* Products In Your Country?



\* BPH = Bayer Pharma

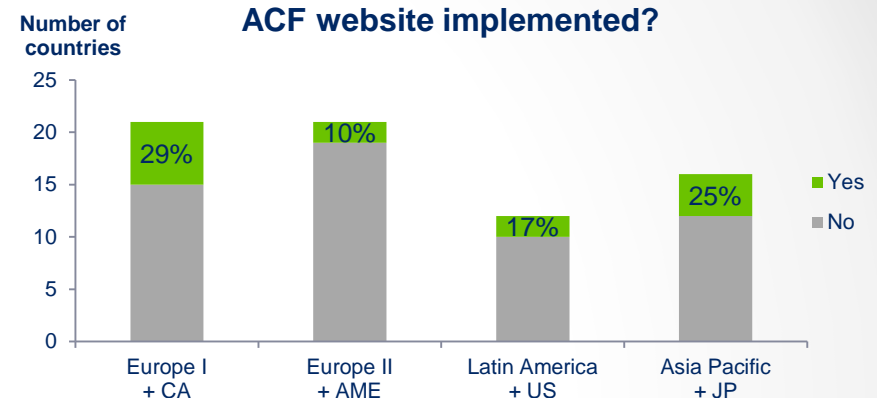


→ Major heterogeneity within EU I countries



# Implemented Activities

- ✓ In 76% of the responding countries a public ACF campaign was conducted at some point
- ✓ In 47% of the responding countries the local affiliate was involved in the campaign
- ✓ Local affiliates collaborate with many institutions (authorities, associations, etc.)
- ✓ Locally a broad range of tools is in use by different stakeholders



- ✗ Only 20% of all responding countries have an ACF website implemented
- ✗ Heterogeneous answers within countries regarding ACF activities
- ✗ Limited communication of local ACF activities to the headquarter

➔ High activity and collaboration in the countries

➔ Internal and external communication can be enhanced



# Knowledge & Training

## Knowledge:

- Heterogeneous answers within and across countries
- Amount of knowledge differs much
- Region of best knowledge within and across the countries: Latin America

## Training:

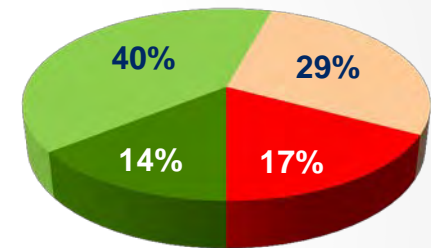
- 17% of the responding countries provide no CF-specific training, at all
- Several functions have to be provided with training



➔ Need for CF-specific training in the countries and for different functions

## Which functions receive CF-specific training in your country?

Percentage of countries per amounts of selected functions



■ all 8 ■ 4 to 7 ■ < 4 ■ 0

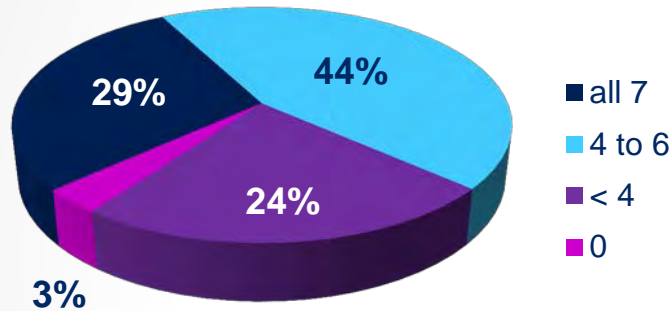
### Functions:

- A) Customer Service / Hotline
- B) Sales Representatives
- C) Medical Scientific Liaisons
- D) Medical Advisors
- E) Local PV
- F) Local Complaint Management
- G) Product Managers (Marketing)
- H) Security

# Required Support

What kind of support would be of interest to you?

Percentage of responses per amount of selected suggestions



**73% of all respondents selected more than half of the support suggestions as “of interest”**

→ Huge interest in support

Suggestions	Score	Rank
<b>Counterfeit-specific training material</b>	<b>130</b>	<b>1</b>
Best Practice material (e.g. tools)	110	2
Information about overt (visible) ACF security features applied on the BPH products in your country	110	3
BPH strategy on counterfeit protection	103	4
News on internal ACF activities in other countries/regions	96	5
Counterfeit-specific questionnaires / check-lists for use in Call Centers	85	6
Global or regional news on external ACF initiatives e.g. WHO, FDA, 2D matrix code, etc.	83	7



**“Counterfeit-specific training material” is the most required support (selected by 87% of the respondents)**

→ Training material is required most

# Next Steps

- **Conduct of interviews with selected countries in order to collect detailed information on local ACF activities and experiences**
  - **Creation of an overview of possible ACF tools to identify suitable tools within local requirement**
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- **Extend partnering between functions as a key element for an effective conduct of ACF strategies**
  - **Development of an internal network to enhance vertical and horizontal communication between functions, affiliates and HQ (e.g. via Sharepoint)**
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- **Implementation of a local ACF website in more countries**
  - **Compilation of CF-specific training material in a modular design for use in the affiliates**

THANK YOU FOR YOUR KIND  
ATTENTION!

# Country Codes: ISO 3166 / UN/LOCODE

Asia Pacific + JP Countries	ISO 3166 / UN/LOCODE
Australia	AU
Cambodia	KH
China	CN
Hong Kong	HK
India	IN
Indonesia	ID
Japan	JP
Korea	KR
Malaysia	MY
New Zealand	NZ
Pakistan	PK
Philippines	PH
Singapore	SG
Taiwan	TW
Thailand	TH
Vietnam	VN

Latin America + US Countries	ISO 3166 / UN/LOCODE
Argentina	AR
Bolivia	BO
Brazil	BR
Colombia	CO
Costa Rica	CR
Dominican Republic	DO
Ecuador	EC
El Salvador	SV
Mexico	MX
Peru	PE
United States	US
Venezuela	VE

Europe I + CA Countries	ISO 3166 / UN/LOCODE
Austria	AT
Belgium	BE
Canada	CA
Czech Republic	CZ
Finland	FI
France	FR
Germany	DE
Greece	GR
Hungary	HU
Ireland	IE
Italy	IT
Lithuania	LT
Netherlands	NL
Poland	PL
Portugal	PT
Romania	RO
Slovenia	SI
Spain	ES
Sweden	SE
Switzerland	CH
United Kingdom	UK

Europe II + AME Countries	ISO 3166 / UN/LOCODE
Albania	AL
Azerbaijan	AZ
Belarus	BY
Bosnia and Herzegovina	BA
Croatia	HR
Egypt	EG
Georgia	GE
Ghana	GH
Iran	IR
Israel	IL
Kazakhstan	KZ
Kenya	KE
Moldova	MD
Morocco	MA
Russia	RU
Saudi Arabia	SA
Serbia	RS
South Africa	ZA
Turkey	TR
Ukraine	UA
United Arab Emirates	AE

Source:  
<http://www.unece.org/cefact/locode/service/location.html>