

# Value of Rx-360

Finished Product Manufacturer's Perspective



*Rob Smith*  
*GSK*

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Manufacturer's  
Perspective



## Agenda

Intro

“Value” Defined

What do we mean by “Customer (Member) Value”

Rx360 Member Value

Working Groups

Shared Audit Program

How GSK Gets Value out of Rx360

End with a Riddle

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# Introduction

Rob Smith

Supplier Quality Head Americas

GlaxoSmithKline



Original Member of Rx-360

Audit Operations Group



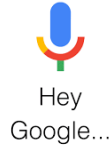
Rx-360 Board Member

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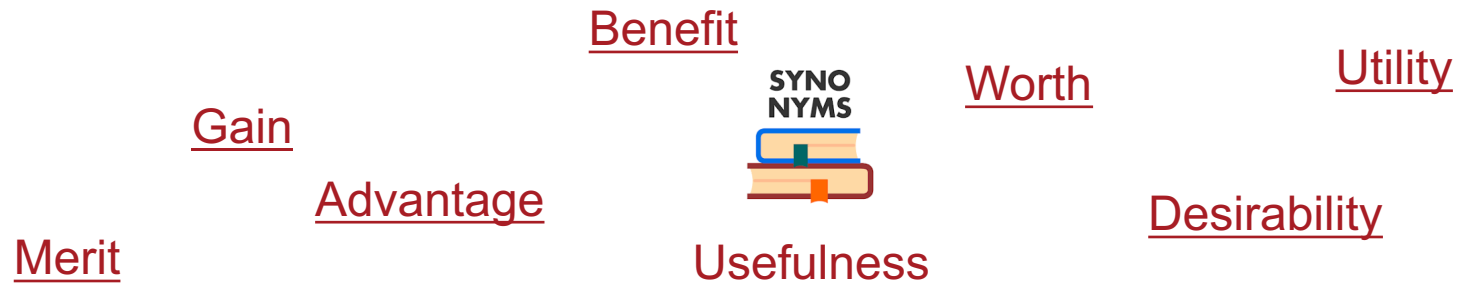


## “Value” Defined



“The regard that something is held to deserve;”

“the importance, worth or usefulness of something”



$$\text{Value} = \frac{\text{Quality}}{\text{Cost}}$$



$$V_{\text{(VALUE)}} = \frac{Q_{\text{(QUALITY)}} + S_{\text{(SERVICE)}}}{\$_{\text{(COST)}}}$$

1 Specifying Value

Value can only be defined by the ultimate customer

“Value is only meaningful when expressed in terms of a specific product or service which meets the customer needs at a specific price at a specific time”

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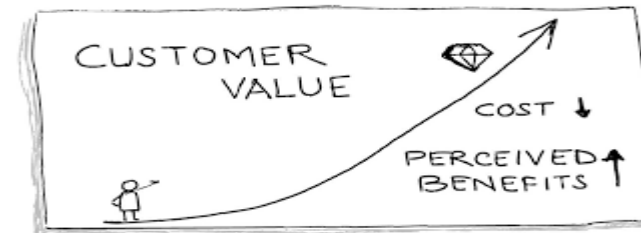


## “Customer (Member) Value”

Overall assessment of perceived quality product/service

Adjusted for the Cost

Perceived Value is Relativistic  
Based on Individual Experience



- Zeithaml (1988) “Perceived value is a customer’s overall assessment of the utility of a product based on perceptions of what is received and what is given.”
- Gale (1994) “Customer value is market perceived quality adjusted for the relative price of your product. [It is] your customer’s opinion of your products (or services) as compared to that of your competitors.”
- Holbrook (1994) Customer value is “a relativistic (comparative, personal, situational) preference characterizing a subject’s [consumer’s] experience of interacting with some object ...i.e., any good, service, person, place, thing, event, or idea.”
- Woodruff (1997) Customer value is a “customer’s perceived preference for and evaluation of those product attributes, attribute performance, and consequences arising from use that facilitate (or block) achieving the customer’s goals and purposes in use situations.”



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# Rx-360 Member Value

There is a cost  
to membership



The trick is to  
leverage offerings  
and programs to  
gain value and/or  
reduce cost



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Our  
Mission

Mission Statement  
To protect patient safety by  
sharing information and  
developing processes related to  
the integrity of the healthcare  
supply chain and the quality of its  
materials.

## Rx-360 Member Value

Being Part of Overall Mission to Protect Patient Safety



Consortium of over 100 large and small companies



Interact and collaborate with industry peers



Participate in and benefit from outputs of Working Groups  
Write / edit / contribute to industry relevant White Papers

Benchmarking / Sharing Best Practices

Rx-360 Helps GSK  
Reduce Audit Costs  
and Improve Efficiencies

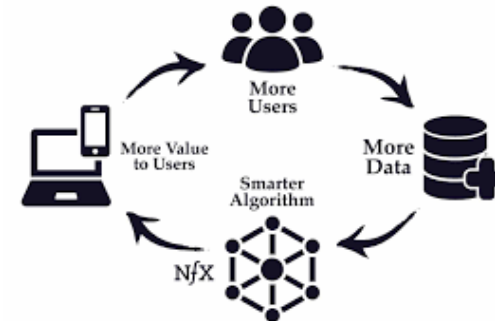


Joint Audit Program  
Audit Sponsor "Credit" Program

GENERATED NEARLY  
**\$100,000**  
IN AUDIT CREDITS



The more you use it, the more valuable it becomes



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# Rx-360 Working Groups

Collaborate directly with Industry Peers

Develop Innovative Solutions  
for Team, Consortium Members and Industry

Multiple opportunities to contribute  
Write / edit / contribute to industry relevant White Papers



GSK currently has  multiple representatives participating in several Working Groups



Publications Archives - Rx-360  
- The International  
Pharmaceutical Supply Chain  
Consortium





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## Rx-360 Joint Audit Program

Supplier Audits Performed by Qualified Contracted Rx-360 Partners



Blue Inspection

SQA Services



Qualifyze



The FDA Group

Assess Secure Comply

Qualifyze



Audits of suppliers performed against Rx-360 Audit checklists based on relevant industry standards

Supplier Audits can be sole sponsored or multi sponsored

If you do not sponsor the audit, can still license audits from Rx-360 supplier audit library

Audit Sponsor Credit Program can reduce audit sponsor cost to ZERO

The more you use it, the more valuable it becomes

**Reduce Industry Burden and Costs For Your Audits with Rx-360 Joint Audit Program®**

- ☑ Confidential Co-Sponsorships Available
- ☑ Sole Sponsorships Available
- ☑ Recoup Costs With Rx-360's Unique Credit Program

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# GSK gets Value out of Rx-360 JAP

Covid  
Resource issues  
Load Balancing

We use the JAP extensively

We Sponsor (multi and sole)

We License

**QUALITY**

**COST EFFECTIVE**

Travel issues

By sponsoring audits that are likely to be licensable, its not uncommon for the "final" sponsorship cost to be zero

Due to continued "credits" from audits sponsored in prev years, our earned credits in 2023 exceeded our 2023 sponsorship costs plus 2023 Membership dues

Low volumes  
Access issues

  
GENERATED NEARLY  
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**VALUE ADDED**



The more you use it, the more valuable it becomes

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## Rx-360 Member “Value”

**“The regard that something is held to deserve;”**

**“the importance, worth or usefulness of something”**

### Importance

Our  
Mission

Mission Statement  
*To protect patient safety by  
sharing information and  
developing processes related to  
the integrity of the healthcare  
supply chain and the quality of its  
materials.*

### Worth



GENERATED NEARLY  
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### Usefulness

Rx-360 Helps GSK  
Reduce Audit Costs  
and Improve Efficiencies



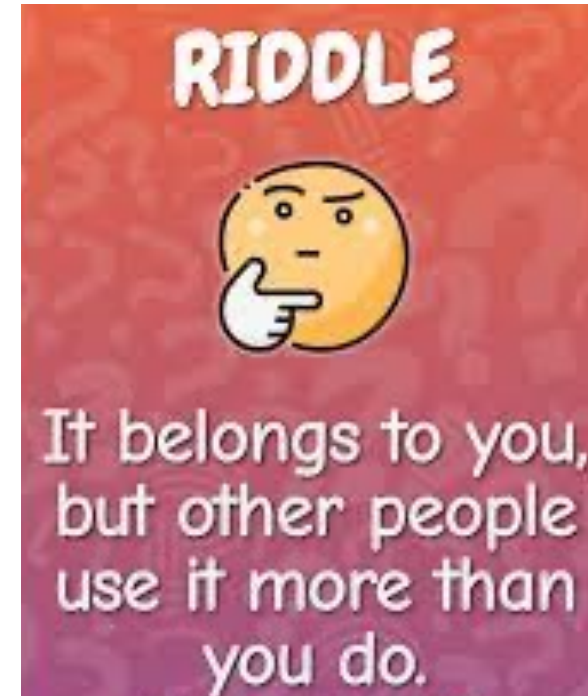
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Riddle me this...



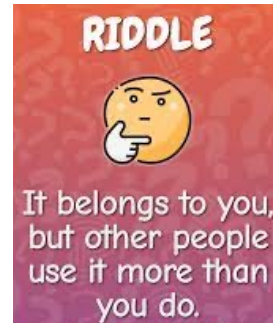
What is it?

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## Riddle me this...Answer



### Rx-360???

### Right Answer = ???

The more you use it, the more valuable it becomes



**Rx-360** **GSK**  
GENERATED NEARLY  
**\$100,000**  
IN AUDIT CREDITS



**PEER COLLABORATION**

### SPONSORSHIP



### LICENSABLE AUDIT REPORTS

**Our Mission**

**Mission Statement**  
*To protect patient safety by sharing information and developing processes related to the integrity of the healthcare supply chain and the quality of its materials.*





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*Discussion*

