

Success stories



Aesica



Outsourcing to Aesica
where efficiency
meets economy

Pharmaceutical Support Services

→ A tale of two site transfers

Technology transfer

The challenge

A multi-billion dollar global biopharma company spanning forty countries wanted to consolidate its portfolio to improve efficiency and knowledge transfer, creating two centres of excellence in bulk manufacturing, production of intermediates and packaging.

The solution

The Pharmaceutical Support Services team planned and implemented the transfer of bulk production and packaging between three sites in central Europe and mainland UK as well as CMOs located across Europe. This [cross-country site transfer](#) encompassed more than a hundred products in a variety of dosage forms, which involved a total of 600 marketing authorisations. We completed this complex, multi-phase project ahead of the expected timeframe in less than four years, involving a range of pharmaceutical support services:

Logistical support

- Transfer of heavy and delicate equipment overseas to new sites, which involved qualification and validation services

Analytical services

- Transfer of 400 analytical methods

Regulatory affairs and quality services

- Planning of regulatory strategy and [submission of variations in over 70 markets](#) with all submissions accepted. This involved liaising with affiliates, license partners and third party customers
- Update of NTAs to CTDs across more than 80 products
- Management of additional regulatory requirements in line with local and global legislation, including extra bioequivalence studies
- Sourcing, qualification and approval of CMOs to supplement activities conducted in-house

The results

Consolidating production across two sites delivered major benefits – this leading biopharma firm optimised capital utilisation to [cut down on wasted time and resources](#).

By grouping together the production of specific dosage forms on the same site and bringing the company's European packaging operations under one roof, our [Pharmaceutical Support Services](#) team helped this growing pharma business become [significantly leaner](#) and [more competitive](#) on a global scale. Plus, the transfer strategy we implemented minimised downtime to maintain 'business-as-usual' with minimal impact on day-to-day operations.



The project in numbers

- 100 products transferred from site-to-site and country-to-country
- 100% approval record of variations submitted across the globe
- 1,150 miles the distance covered by products, heavy equipment and personnel to execute the transfer

Winner takes all in the race to launch generics

Distribution

The challenge

The patent on an existing product was due to expire on a Saturday. Our client, a leading generic manufacturer, wanted to be the first to deliver its product to market in Germany ahead of the competition. But with the product manufactured outside of Germany and distribution centres closed over the weekend, could we supply their salesforce and wholesalers in time for a Monday morning launch?

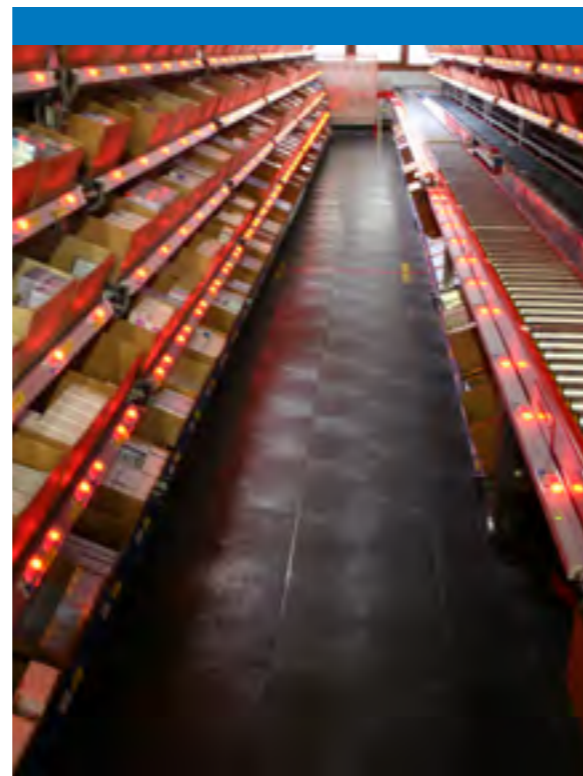
The solution

Our Pharmaceutical Support Services team project managed the import of product into Germany just minutes after midnight on Saturday, allowing maximum time to prepare 200+ deliveries for local distribution. The Aesica logistics team swiftly took samples, conducted identity testing and liaised with Qualified Persons to manage goods release into Germany.

Aesica liaised with couriers to have the product delivered on Sunday to a dozen pre-agreed meeting points throughout Germany. This enabled salespeople to promptly present the new product in meetings with doctors early on Monday morning – days ahead of the competition. Plus, wholesalers across the country were fully stocked on Monday to respond to demand for this first-to-market generic.

The results

By working with Aesica, the company secured a **48-hour head start on the competition**. This **first mover advantage** meant the generics company **beat eight major competitors** to market and the product was a huge commercial success, **securing the majority share** of the generic market.



Creating easy-to-open packaging with global appeal

Packaging and artwork

The challenge

Create innovative and easy-to-open **packaging that adds value and shelf appeal** to the product inside – foil wrapped transdermal patches to treat Parkinson's disease. This Aesica customer was looking for a user-friendly concept for the elderly that would mirror the unique nature of the product and could be adapted for multiple languages and markets.

The solution

In a challenge to combine form and function, Aesica designed a tear-open, easy-to-close box that appealed to patients and marketers alike. Aesica presented **over 500 variations** to cater to the **12 different pack sizes** and **40 different markets**.

In only six weeks, Aesica finalised packs in multiple languages including Thai and Arabic. Having an in-house design team allowed Aesica to update the pack on-demand in line with the client's tight deadlines.

The results

The pack Aesica designed **won an award** from the respected Meyer Henschel Institute – a German organisation that researches and **supports senior-friendly innovations**. Aesica continues to work closely with the client to execute more than 300 adjustments to the pack design per year to maintain compliance. The product is now sold successfully **in over 40 countries worldwide**.



Success stories



Some of pharma's most successful firms have become **more agile, lean and competitive** by engaging with the global Pharmaceutical Support Services team at Aesica.

Our experience in managing a range of functions, ranging from **regulatory affairs to packaging artwork, from quality and analytics to distribution**, frees up your business to focus on what it does best.

And you don't have to be an existing client to work with us

– we offer our pharmaceutical support as a stand-alone service or an extension of our CMO capabilities.



Aesica

Discover how Pharmaceutical Support Services could add value to your organisation

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