The Pathway to Operational Excellence in the Pharmaceutical Industry
Overcoming the internal inertia

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Contents

Foreword ISPE (International Society for Pharmaceutical Engineering) 8

Foreword APV (International Association for Pharmaceutical Technology) 10

Section A – Introduction

I The Pathway to Operational Excellence in the Pharmaceutical Industry – Overcoming the Internal Inertia 12
Thomas Friedli, Prabir K. Basu, Thomas Gronauer, and Juergen Werani

II In Retrospect: A Summary of Operational Excellence in the Pharmaceutical Industry in 2006 18
Thomas Friedli and Matthias Goetzfried

Section B – Starting Point of Our Journey

Introduction 41

I Driving Forces Impacting Pharmaceutical Manufacturing and Supply 42
Thomas Gronauer and Thomas Friedli

II Restoring the Balance: A Strategic Role for Operations 64
Marc Herlant

III The Current State of Pharmaceutical Manufacturing – In Search of Science 77
Prabir K. Basu

IV Examples of Technology-driven Operational Excellence Projects in Pharmaceutical Production Processes 82
Guido Daenennebier, Claus Riehle, and Hans Tups

V Operational Excellence Benchmarking – Quantifying the Advancements from 2004 to 2009 94
Matthias Goetzfried, Thomas Friedli, and Saskia Guetter
Contents

Section C – Maps and Experiences

Introduction

I Building a Continuous Improvement Culture: Pfizer Moves Beyond “Right First Time”
Gerry Migliaccio, Nat Ricciardi, John Scott, and Norman Winskill 106

II Wyeth Pharmaceuticals – Transforming Culture, Delivering Results – Exploring the Operational Excellence Productivity Frontier
Andy Crossman 120

III The Best of Two Legacies: History, Present and Vision of the Roche-Genentech Operational Excellence Integration

III.1 Genentech’s Journey to Operational Excellence (2004-2009)
Colleen M. Griffith, Nick Rondoletto, and Fadel Hamed 135

III.2 Roche’s Journey to OPEX (2005-2009)
Niklas Engler and Tilman Rock 144

III.3 OPEX in the Newly Integrated Roche PT Organization (2009 – today)
Colleen M. Griffith 151

IV Delivering Operational Excellence in Technical Operations at Merck Serono
Pierre Caloz and Sven Wedemeyer 153

V Operational Excellence in the Pharmaceutical Industry – the Case of Novartis
Steve Dreamer 168

VI The Roadmap to Operational Excellence – Pattern and Elements of OPEX Programs
Thomas Gronauer, Thomas Friedli, and Matthias Goetzfried 175

Section D – Exploring the Landscape

Introduction

I A Model for the Sustainable Implementation of Operational Excellence
Thomas Friedli, Thomas Gronauer, and Juergen Werani 202

II Making Operational Excellence Work – Training and Coaching Supporting Behavioral Change
Juergen Werani, Giusal Bellando-Randone, and Matthias Goetzfried 220

III Operational Scorecard – Strategy Implementation
Paul Docherty 241
IV Operational Excellence in Production Processes – A Consequence of Technology, Automation, and Integration  
Claus Riehle  

255

V Unlocking Potentials: A Value Stream Mapping Project  
Juergen Werani, Thomas Friedli, and Matthias Goetzfried  

271

VI Six Sigma Application: Successfully Integrating Suppliers into Operational Excellence Projects  
Juergen Werani, Thomas Friedli, and Thomas Gronauer  

295

VII Pfizer NEWCON: Bringing Operational Excellence to Life in a New Facility  
Holger Weyhers and Georg Bernhard  

313

VIII Continuous Manufacturing – Novartis-MIT Vision  
Walter Bisson, Saskia Guetter, and Thomas Gronauer  

319

Section E – Redefining the Destination  

Introduction  

323

I The Future of Pharmaceutical Manufacturing: Quality by Design and Operational Excellence Reinforcing One Another  
Prabir K. Basu  

324

II The Future of Pharmaceutical Manufacturing: Towards Integrated Operational Excellence Programs and Continuous Improvement  
Thomas Friedli and Thomas Gronauer  

330

Appendices  

○ Abbreviations  

336

○ Questionnaire  

337

○ Editors and Authors  

356

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