

# ISPE – The Pharmaceutical Industry's Defining Body

ISPE's President and CEO discusses the importance of maintaining a global perspective, the Society's focus on becoming the leading force in scientific, technical and regulatory advancement, and its commitment to better understand company and industry challenges.



**T**his year I have participated in member events throughout Europe, Asia and the United States and note with pride that ISPE has Members in more than 90 countries worldwide. Our recent Annual Meeting in San Francisco alone was attended by Members from more than 30 different countries. Throughout all these trips and events, it occurred to me how important it is for organizations like ISPE to maintain a truly global perspective in their planning, communication and activities. In my view, ISPE (not unlike many US-based associations) has had the tendency to appear more "North American" than global and I am certain that the nearly 50% of ISPE Members who live and work in other corners of the world notice that

as well. At the same time, it strikes me that at every meeting, despite the differences in business norms, culture and language, the ISPE Member community is a tremendously successful team that has no competition when it comes to networking, information sharing and problem-solving. We are ignited and connected by a global Membership commitment to high quality pharmaceutical solutions for our patient customers. As your CEO, my job is to help cultivate, maintain and leverage that Member culture, particularly during times when industry is facing so many challenges and change.

## Looking Ahead – What I see for ISPE

Every industry has a defining body – an organization that carries the banner, defines the mission and spearheads the dialog. For the international pharmaceutical industry, ISPE is that organization. In our updated Strategic Plan, one of our objectives is to be less introspective, evolving toward a

more dynamic organization that both leads and serves its Members and industry. Our plans are intended to strengthen ISPE's focus on *relevant* global issues and collaboration among Members, companies and regulators, and evolving the Society to be a more contemporary, nimble and purposeful organization. Overall, our goal is to be a leading force in the scientific, technical and regulatory advancement of our industry worldwide, and we look to strategic partnerships with Members to achieve this.

## Race for Relevance

One of the most important words in my last paragraph is the word *relevant* which is defined as *being connected to the matter(s) at hand*. The importance of being a *relevant* professional society is the theme of the book "Race for Relevance" in which authors describe the important transformation that must take place within all membership groups like ISPE. I mention a book that was written principally for the not-for-profit

Did you know? ISPE is a truly global association with members in 90 countries. How may we help you or your companies? Contact your four ISPE Offices today!

ISPE's Global Headquarters – Tampa, FL USA

European Office – Brussels, Belgium

Asia-Pacific Office – Singapore

ISPE China Office – Shanghai, China

world only to communicate that the authors' recommended transformational approaches mirror the strategic planning approaches underway at ISPE. Over the past year, our strategic planning process included assessing the organization's programs, services and activities, and rationalizing the Member market. With consolidation and globalization at the heart of the pharmaceutical industry, ISPE must become more flexible and more responsive to the needs of its broad Membership.

One of the ways ISPE will achieve greater *relevancy* is to better understand the challenges facing companies and industry and respond to those needs with appropriately positioned programs and services. In 2013, ISPE will form a Global Strategic Forum to help build our understanding of future trends and help us plan and reach into the future. ISPE also will form three new Regional Forums – one focused on Asia, one on Europe and the third on North America. These new Forums will be strategic in their agendas and populated with local leaders who have knowledge of the region and industry – and a vision for ISPE's role in that part of the world. The three Regional Forums will include representation by the ISPE Affiliates and Chapters, Communities of Practice, Regulatory Affairs, academia and industry and will be focused on how ISPE can evolve to be more relevant to industry in matters of member communication, continuing education, training and regulatory affairs.

Two of the primary motivators for the new Regional Forums are 1. To ensure that ISPE understands and is responsive and reflective of the needs of its Members and 2. To support ISPE in "scaling innovation," as suggested by Jim Collins in his new book "Great By Choice," in order to meet our goal of being more strategic and focused on those activities with the greatest *relevance*. Through pragmatic business planning, we envision becoming more deliberate in our approach to Member needs, moving away from business practices that have focused on delivering *everything to everybody*. ISPE will be resourceful and focused and in this stead, we *will not* mechanically replicate what works well in one region to another, unless that makes sense for the region.

### Next Issue: ISPE's New Direction

In my next article, I will share more specifics on the Society's direction and its new mission to be the leading society for scientific, technical and regulatory problem-solving and information sharing across the pharmaceutical lifecycle. Our value proposition will be to support companies in the *integration* of development, production, quality and supply chains in the delivery of safe and effective pharmaceutical and biologic medicines. With an end-to-end mission, ISPE members are the innovators, producers, suppliers and the integrators who help to produce and maintain a safe and reliable drug supply. 

# Save the Date

## ISPE 2013 Conferences



ISPE events offer a wide range of industry- and career-advancing opportunities. Note these topic-specific Conferences!

#### Critical Utilities Intensive: Cost-Optimization Alternatives for Critical Utilities

- 25 – 26 February  
Tampa, Florida USA
- March  
Copenhagen, Denmark

#### Aseptic Conference: Barrier Isolation, Sterilization and Disposables

- 4 – 5 March  
Baltimore, Maryland USA

#### Executive Forum: Best Quality Practices of World-Class Organizations (Non-Pharma)

- 2 – 3 April  
Philadelphia, Pennsylvania USA

#### The State of QbD in the Pharmaceutical and Biotech Industries

- 10 – 11 April  
San Francisco, California USA

#### ICHQ10 Workshop at ISPE China Annual Meeting

- 22 – 23 April  
Shanghai, China

#### Supply Management Summit

- 13 – 14 May  
Indianapolis, Indiana USA
- June  
Prague, Czech Republic

#### Regulatory Compliance

- Spring  
Brussels, Belgium

#### Redefining the "C" in GMP: Creating, Implementing and Sustaining a Culture of Compliance

- 11 – 13 June  
Baltimore, Maryland USA

#### Biotechnology 2013: Looking Ahead to the 4th Decade

- 26 – 27 August  
Raleigh, North Carolina USA

- September  
France

#### Proactive Compliance: Strategies to Prevent Consent Decree and Other Citations

- 14 – 15 October  
Philadelphia, Pennsylvania USA

#### Process Validation Conference

- 16 – 17 October  
Philadelphia, Pennsylvania USA

#### Lean Manufacturing

- October  
Berlin, Germany

#### 2013 Annual Meeting: Quality throughout the Product Lifecycle

- 3 – 6 November  
Washington, D.C. USA

