



**Compliance Through Educational Seminar
Presented in a Convenient 2.5 hour Web Session:
September 13th at 1 pm EDT (10 am PDT)**

Preparing for and Managing Product Recalls

Bad things can happen to the best of companies.... Even with a company's strong commitment to cGMPs and safe practices, product recalls can and do happen. Manufacturers today face a myriad of factors that can affect product quality and safety, so **there are lots of potential places for something to go wrong.** More than 2,500 product recalls occur in the United States each year, according to Dirk Gibson, an associate professor of mass communication at the University of New Mexico who has conducted extensive research on product recall practices. "Recalls are perennial. They are always out there, so it's something we ought to plan for."

Manufacturers must be prepared with **SOPs, recall plans, training and organization** to handle a product recall. **Private label marketers** must prepare for the possibility of needing to **recall a product in concert** with their contract manufacturer partners. Recalls are never easy or simple and can strain an organization and **potentially ruin a good product and a good company.**

A full-blown product **recall is a complicated and highly regulated process**, with the potential for more than just bad press – legal complications also arise when a company realizes one of its products has the potential to cause harm or injury to consumers. To get an unsafe product off the market **as quickly as possible and with minimal fallout** to your customers and your reputation requires preparation, preparedness and practice.

At this seminar you will learn;

- What the **cGMPs** require of **manufacturers** in the event of a recall
- What the **SOPs** for product recalls should **include**
- **How to organize** management, staff, distributors, contract manufacturing partners and PR in the event of a recall
- About the need and value of **performing mock recalls**
- How to prepare company messages, **press releases** and customer letters

Following cGMPs and being prepared are key to **reducing your company's risk** of a product recall and an valuable investment in protecting your company, your products your business and your customers.

SPEAKERS/TOPICS:

Avril Bland of PSC Biotech, is a consultant to the food and drug industries with extensive experience in FDA cGMPs and compliance requirements within the drug industry and speaking about [the requirements for SOPs, inventory management and conducting mock recalls](#).

Steve Edwards of Expert Recall* Stericycle will provide an overview of recall management with the extensive experience on how to [streamlines the entire product recall process](#), manage FDA regulations, help to determine the best course of action and help to [track and report recall progress](#).

Cynthia Batterman is the Principal and Chief Trailblazer at Essex Consulting and Vice President at AAHP. Her extensive background in management and marketing for Nelsons, ConAgra Foods and Masterfoods makes her well qualified to discuss the need for [well crafted press messages](#) for the media, industry and consumers.

COST:

AAHP members get a \$200 discount with the discount code available from the AAHP Office.

Live Webinar: \$395 non-members

Live Webinar + Streaming Archive: \$495 non-members

Streaming Archive Only: \$395 non-members

CD-Rom (Win) Archive Only: \$425 non-members

Each Live Webinar registration is for one computer/phone connection. As many people may view the webinar with that connection as you desire. You will receive one certificate with your registration. If you have additional people attending and require additional certificates, they may be purchased for \$30/each. You will be contacted after the event to supply attendee names for the additional certificates.

Quick, simple and secure **registration** for this seminar available thru the Seminar page of the AAHP website: (www.homeopathicpharmacy.org/education/seminars.php).

For more information regarding the seminar, call

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