



UNPA Communications: UNPA Digest reader survey and beyond

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2017 UNPA Members' Retreat

May 24, 2017



May 18, 2017

[View this email in your browser](#)

UNPA Digest

...news, views & insights



REGULATORY

FDA Commissioner Gottlieb advances plan to reorganize inspectors by expertise

Nutraingredients-usa.com

A move by newly confirmed FDA Commissioner Scott Gottlieb to reapportion FDA inspectors along lines of expertise has been welcomed as potentially improving the effectiveness of the facilities inspection process. The reorganization has been several years in the making and was reportedly first conceived to help the agency address new responsibilities from FSMA. [Read more→](#)

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for the UNPA
**MEMBERS'
RETREAT**



LaFonda on the Plaza
Santa Fe, New Mexico

MAY 22-24, 2017

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UNPA Digest Reader Survey, Fall 2016

- Survey sent via email to 600+ UNPA member company affiliates
- Three email outreaches
- 12 questions, some with multiple choice answers
- Seventy-three responses (11+%)

Amount of time spent reading the Digest

- 49% spend 3-5 minutes
- 30% spend 5-10 minutes
- 10% spend more than 10 minutes
- 11% go through it in 1-2 minutes

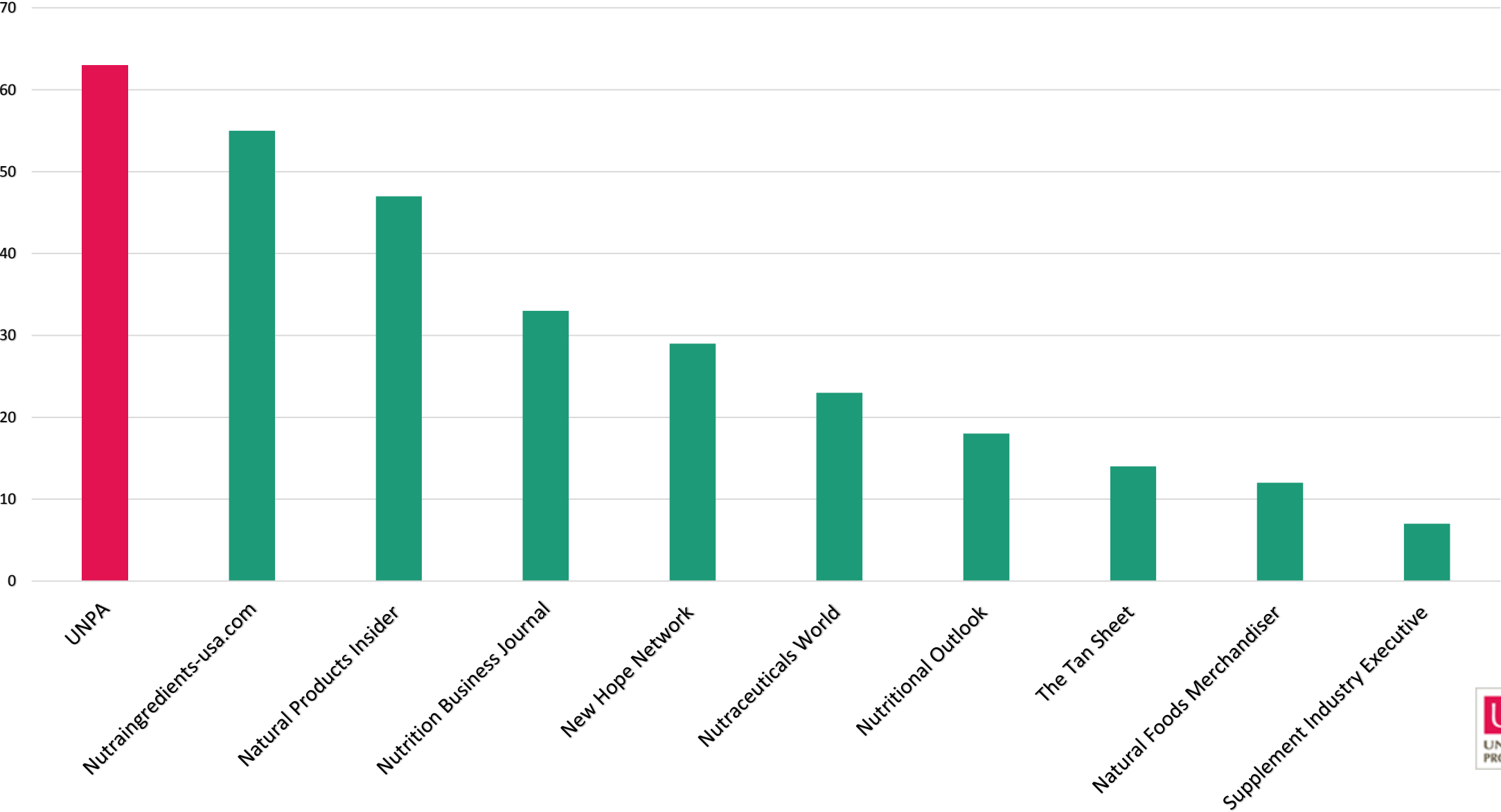
Frequency reading the Digest

- 59% read it every week
- 36% read it “regularly”
- 5% read it “occasionally”

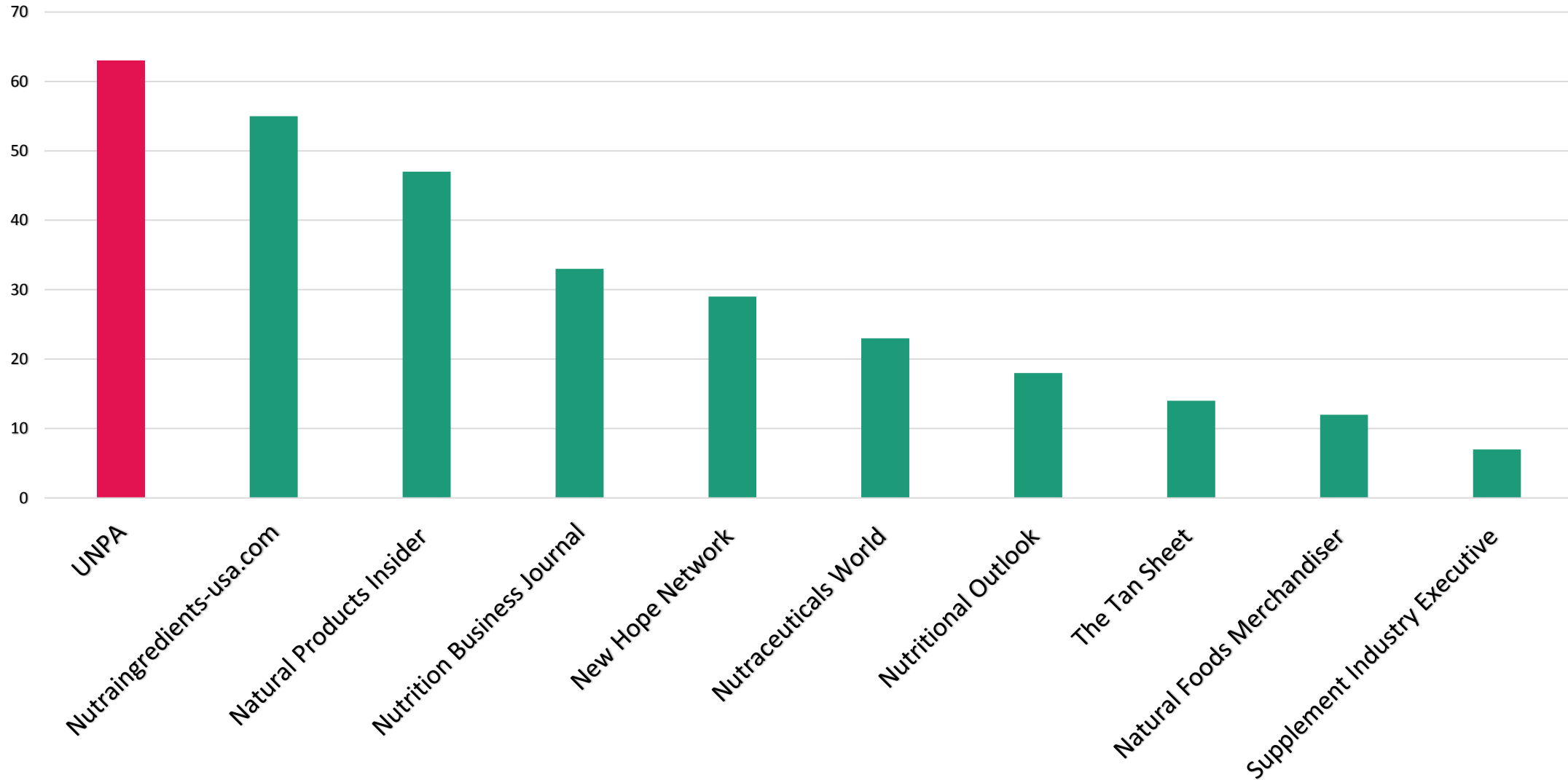
Following Digest article links...

- 60% click on the links “occasionally”
- 37% do so “regularly”
- 3% “don’t do it very often”
- 1 respondent simply scrolls through the email

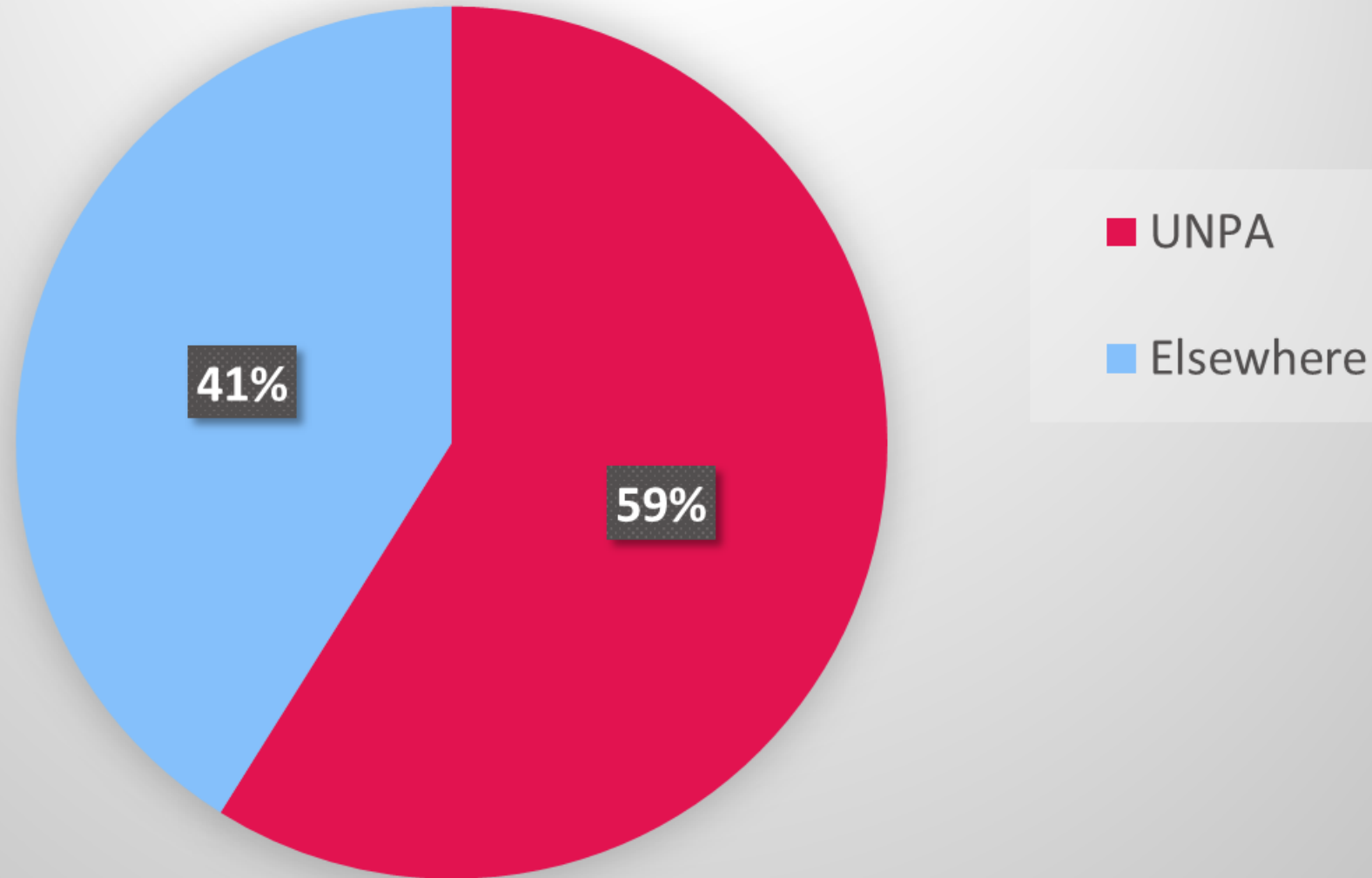
Where do you regularly get your industry news?



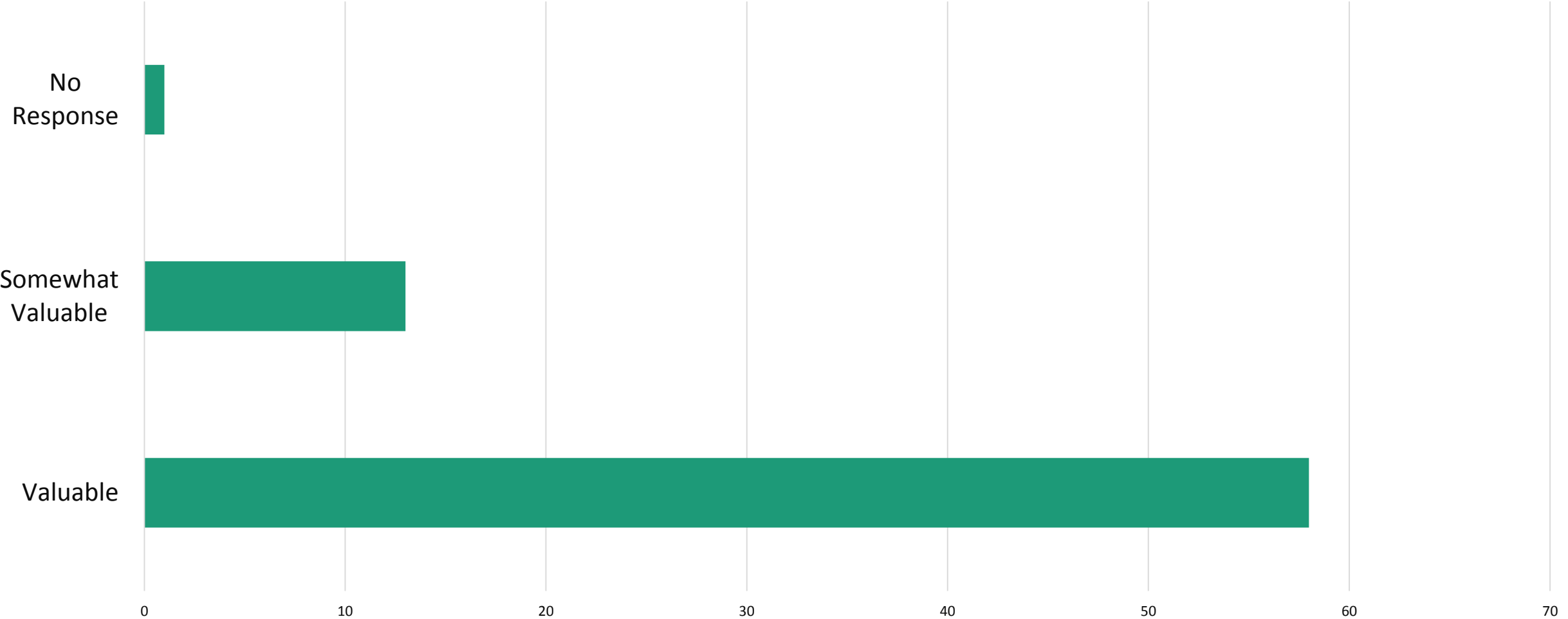
Which of the following news sources are most useful to you?



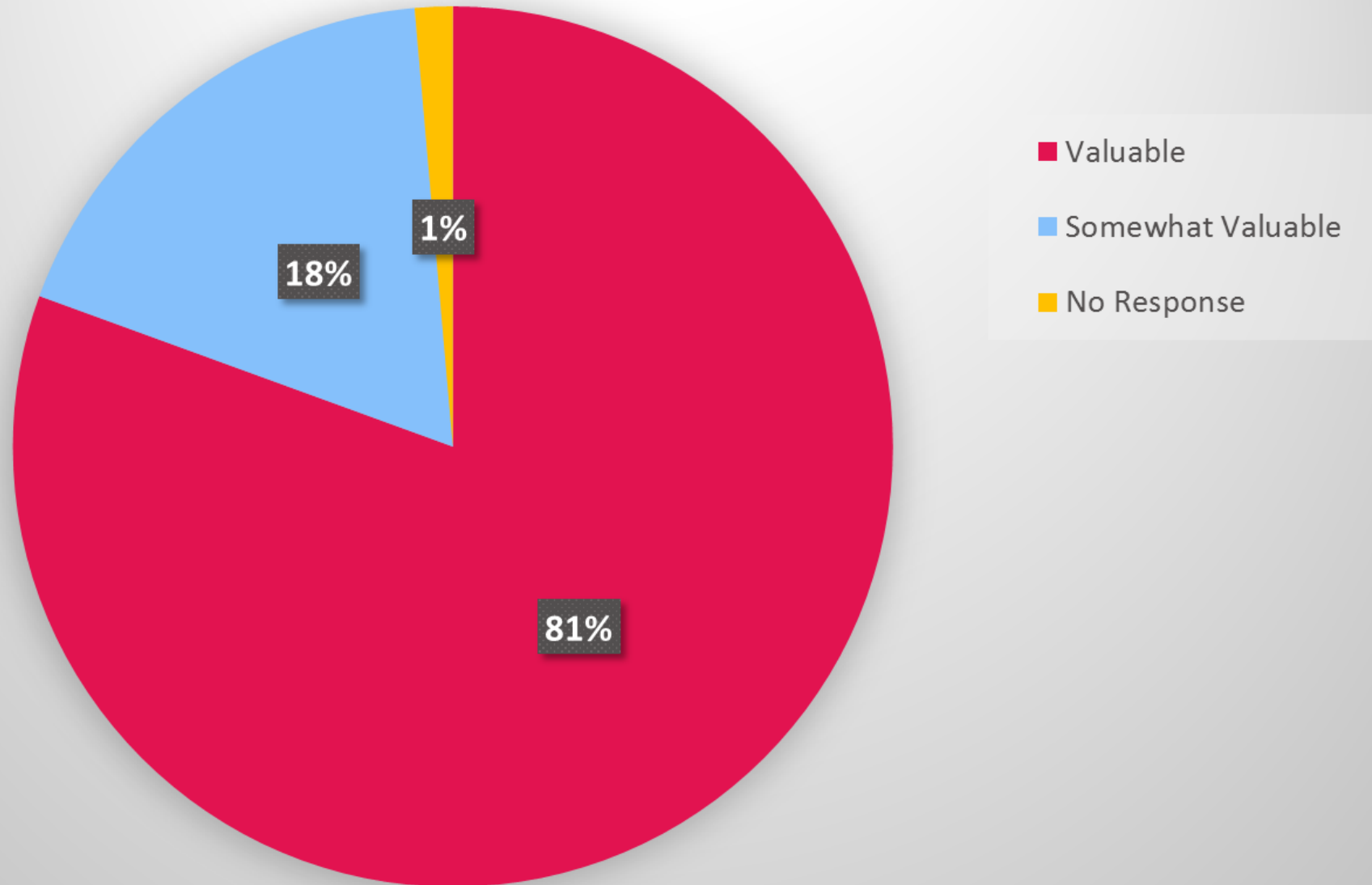
Do you see news that is important to you first in the UNPA DIGEST or elsewhere?



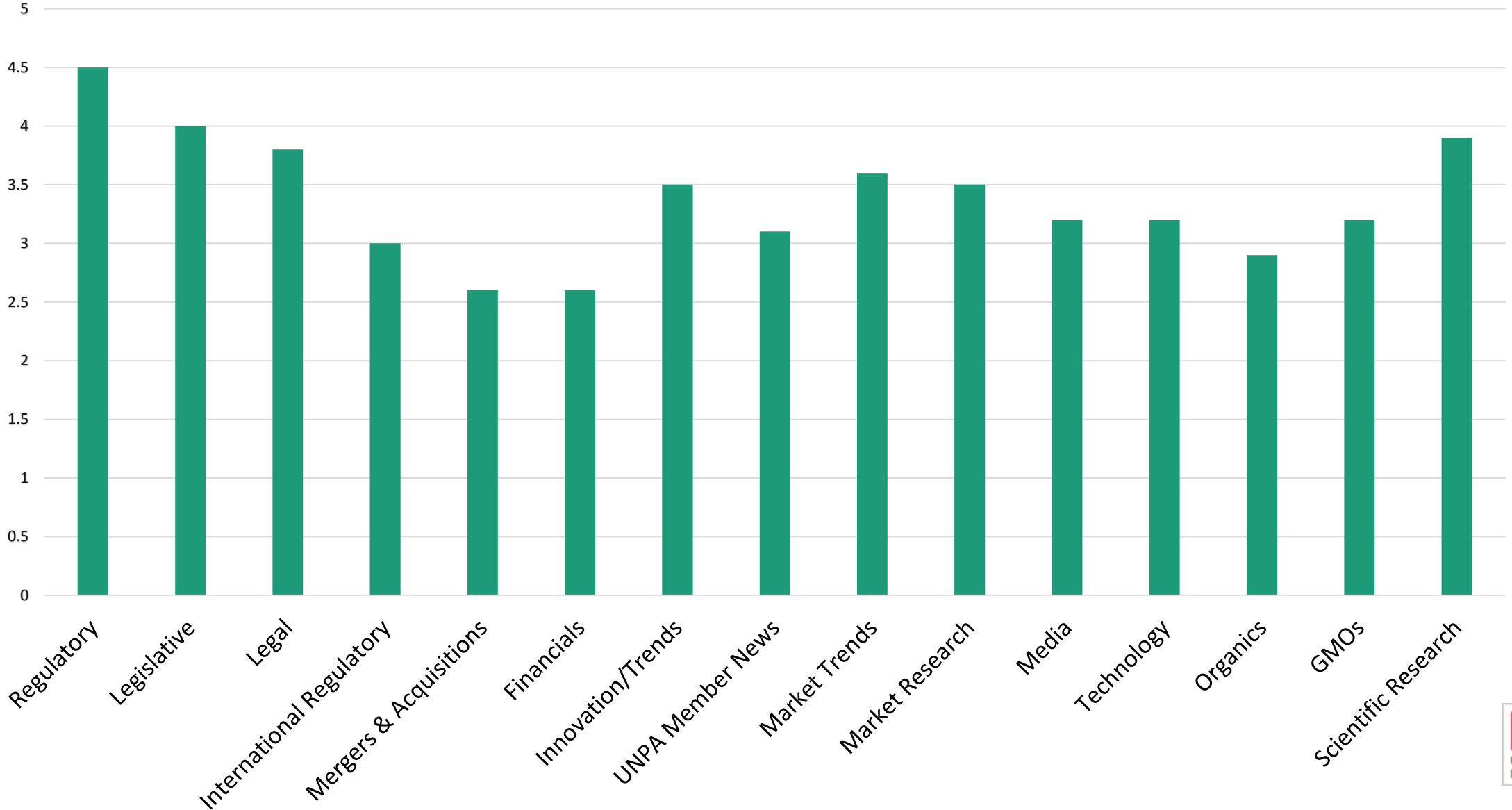
How valuable do you find the UNPA DIGEST?



Do you find the UNPA Digest valuable?



Usefulness of each category: Scale of 1-5



UNPA NEWS

Members' Retreat starts Monday!

Pre-registration ends Friday at 3pm MST for UNPA's 2017 Members' Retreat in Santa Fe, N.M. Register today and learn about housing options at the [UNPA website](#).

Avoid FDA's top 10 GMP violations at UNPA's GMP training, June 27-28, in Provo, Utah—see intro video now!

Preview UNPA's June 27-28 GMP training session, taught by Larisa Pavlick, UNPA's VP, Global Regulatory & Compliance, in this short video presentation. Learn more about the program and why you should attend *before* your next FDA GMP inspection. This course will cover all aspects of the inspection, with a focus on the key elements of quality: identity, purity, strength and composition. [VIEW VIDEO→](#)

Register for these upcoming industry events

NEW! UNPA's "[Beyond GMPs: Mastering the Key Elements of GMP Quality Before Your Next GMP Inspection or Audit](#)," June 27-28, Provo, Utah



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How to make the Digest more useful?

- More market trends, new companies
- Layout of content and color change
- Shorter news items, more links, with a clearer callout to opinion or insights from UNPA
- WAY too long
- More global info

How to make the Digest more useful?

- Pull back the curtain and offer the granular story
- More detail about significant Warning Letters
- Add a guest Blog by a member each week?
- A timely synopsis of matters affecting the VDS industry is most helpful to me
- Maybe add some bullet point summaries of the top things to know in major stories

Re: overall UNPA
communications...Let's go to the
polling questions.