Complaint Handling Training for Distributors & Sales





What is a Complaint?

A Complaint is any written, electronic, or oral communication that <u>alleges</u> deficiencies related to the:

- Identity
- Durability
- Quality
- Safety

- Reliability
- Effectiveness
- Performance

of a device (including its labeling and packaging) <u>AFTER</u> it is released for distribution. Did the device function as intended?





Why do we take complaints?

- To identify and correct potential problems related to product in the field. If there is potentially bad product out there, TIDI NEEDS To Know so we can address the issue ASAP.
- It's good customer service. Responsive complaint handling helps all of us KEEP our CUSTOMERS.
- It closes the loop between design and the post market experience. Complaints are an input to design iterations and feedback.
- It's the law! US law and most other countries require medical device manufacturers to have documented systems for receiving and investigating complaints (21 CFR 820.198 for example).





What is Your Role in Complaint Handling as a distributor or Sales Rep?

- Report all complaints to TIDI's Customer Service and/or Technical Service Dept immediately as soon as contact is made with you.
 - If you are aware, you are responsible to ensure the complaint is reported.
- Your job is not done until Customer Services / Technical Services has the information for the complaint.
 - Calling someone outside of Customer Service / Technical Service is NOT fulfilling your obligation.
- We may need additional details to support the investigation, and in that case, we may reach out to you for assistance in collecting the product or additional information.





Vigilance Reporting of Adverse Events

- You may be responsible for reporting a vigilance report for an adverse event to a regulatory body depending on the country requirement.
- The reporting decision, investigation and report will be completed in partnership with TIDI.
- Communication of an adverse event and reporting requirements necessitates timely collaboration with TIDI. Some countries have short reporting timelines, and so we will need to start the complaint process ASAP.





TIDI Customer Service / Technical Service Contact







What complaint information to report

- 1. Contact Information (customer's name, phone #, email, etc.)
- 2. Date you learned of the information
- 3. Any **patient involvement** AND the patient condition (injury/no injury)
- 4. Description of the **Issue** (when, what, how)
- 5. Product information as available
 - Product Model/Name
 - Serial or lot number
 - Either an example of the defective product or a picture which demonstrates the product defect or malfunction



*Note – if you do not have all the above information, immediately report what information you do have. Do not wait to report while collecting additional missing information



Return of Product Related to Complaint

- As a distributor or sales rep for TIDI, TIDI may need your help in collecting product from your customers related to a complaint.
- Collecting samples of the actual product in question help TIDI determine root cause.
- This allows for appropriate corrective action and reduction in repeat complaints.
 - When a complaint is reported to you from one of your customers, please ask for a sample of the product as well.
 - If that is not possible, please ask for pictures of a video of the failure.
 - Thank you for your cooperation in assisting TIDI in complaint investigations!



