



**Australian Government**

**Department of Health**

Therapeutic Goods Administration

# TGA Transformation

## Stakeholder Engagement Forums

**Gillian Mitchell**

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Regulatory Practice and Support Division

Executive Sponsor, TGA Transformation Program

**29 July 2021**

**TGA** Health Safety  
Regulation



# Welcome

- Purpose
  - to show our initial prototypes and seek feedback on our designs and your experience with TGA
- Part of our ongoing stakeholder engagement program
- Slides will be available on the TGA website after the webinar



If you need  
help

Post a question in the Chat  
function and our technical  
team will assist you.



# Today's Agenda

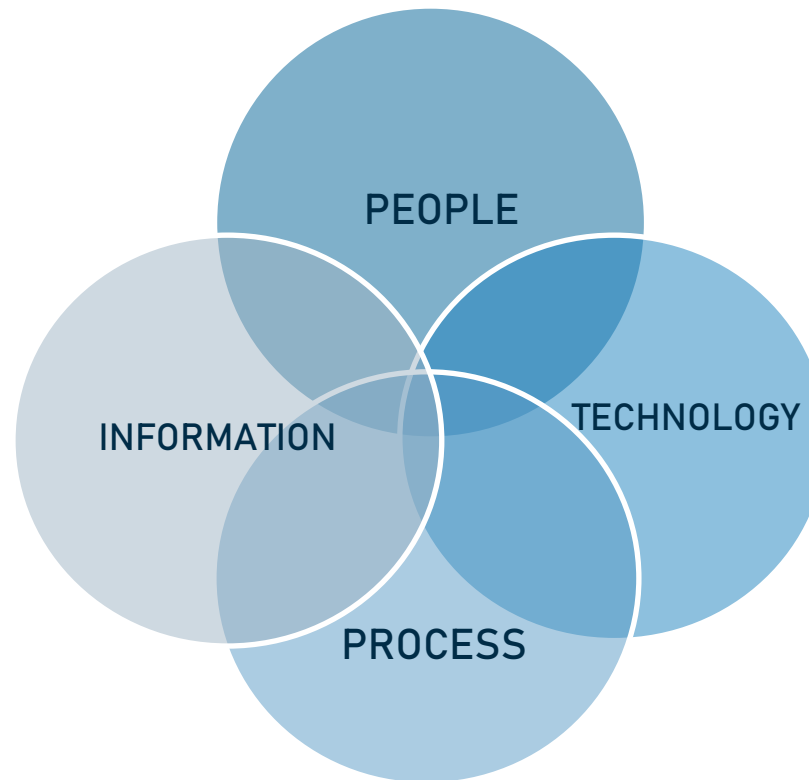
- Overview of the TGA Transformation Program
- ARTG Search
- TGA Website Redevelopment
- TGA User Experience





# What is a *transformation* for the TGA?

The TGA has embarked on a transformation designed to modernise its service delivery and improve the outcomes and experiences of stakeholders who interact with the TGA





## Why are we transforming?

We identified several barriers and obstacles experienced by our stakeholders when interacting with us:

- Outdated information systems
- Siloed information
- Lack of transparency of applications
- Multiple entry points to transact with us





# Defining the problem and the opportunity

## You told us:

- The TGA Website is not user friendly, hard to find information
- Lack of transparency in the progress of applications
- ARTG is outdated and hard to search – easier to search Google
- IT systems – lack of certainty that information provided has been updated correctly
- Forms are all different styles and not intuitive

## Which impacted you...

- Difficult to predict when a product will go to market
- Lots of time and costs needed to train our staff to interact with the TGA
- Manual applications process creates more work and major risks for confidential information
- Difficult to find information





# Transformation Vision

To reduce the regulatory burden on industry and improve access to information for industry, health professionals and consumers

# How are we transforming?

1

Investing in new systems

2

Streamlining business processes

3

Replacing manual forms and processes with digital tools

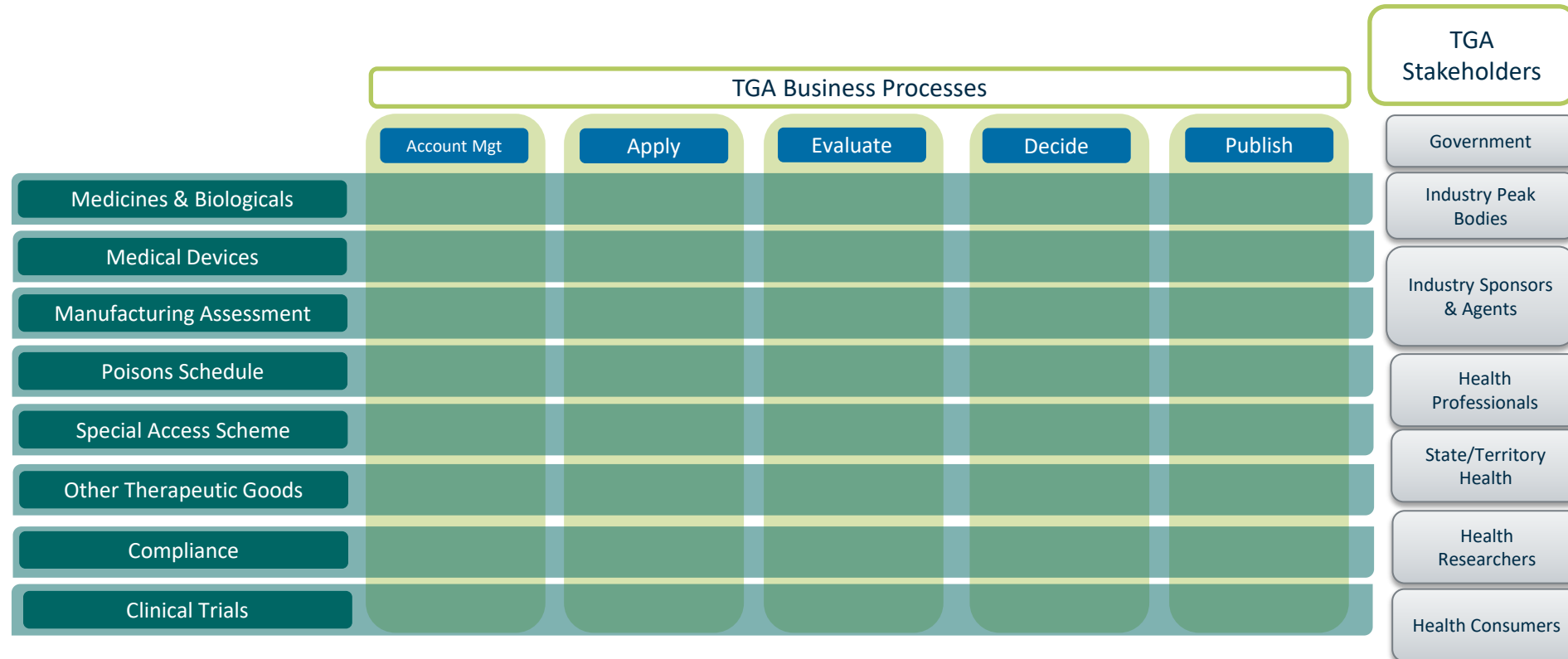
4

Connecting data





# Where are we transforming?

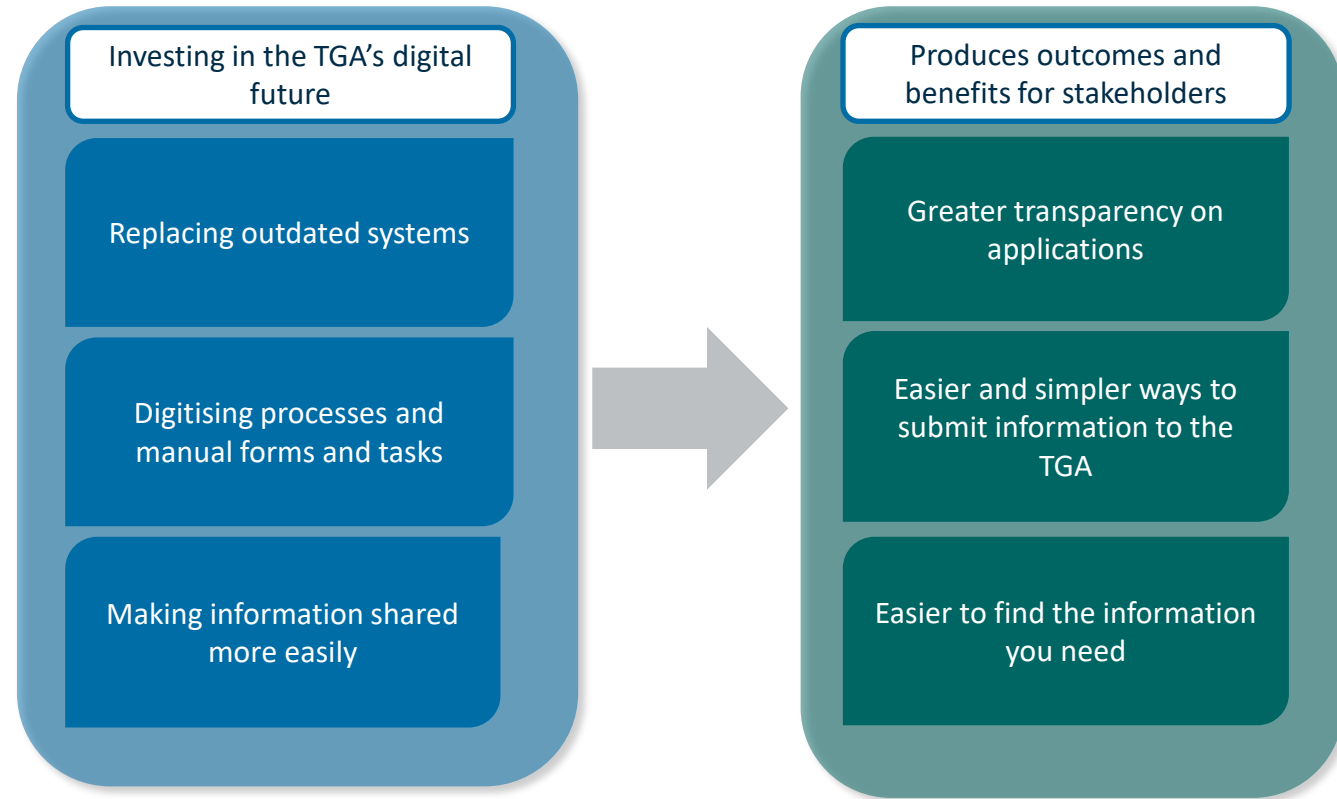


Transformation opportunities are being assessed across the entire business of TGA, framed by the interactions and experiences of all stakeholders



# How will the TGA Transformation help you?

Focusing on improving our systems and processes will create benefits for stakeholders:





# What are the Benefits?

## Benefits to sponsors

- Reduction in red tape
- More efficient time to market for new products through transparent guidance on applications
- Enhanced control over information supplied to the TGA
- Streamlined access to engage with the TGA, reducing time and confusion

## Benefits to health professionals

- Efficient responses to medicine shortages
- More timely alerts to critical events, such as recalls and adverse reactions
- Quicker and easier access to vital medical product information

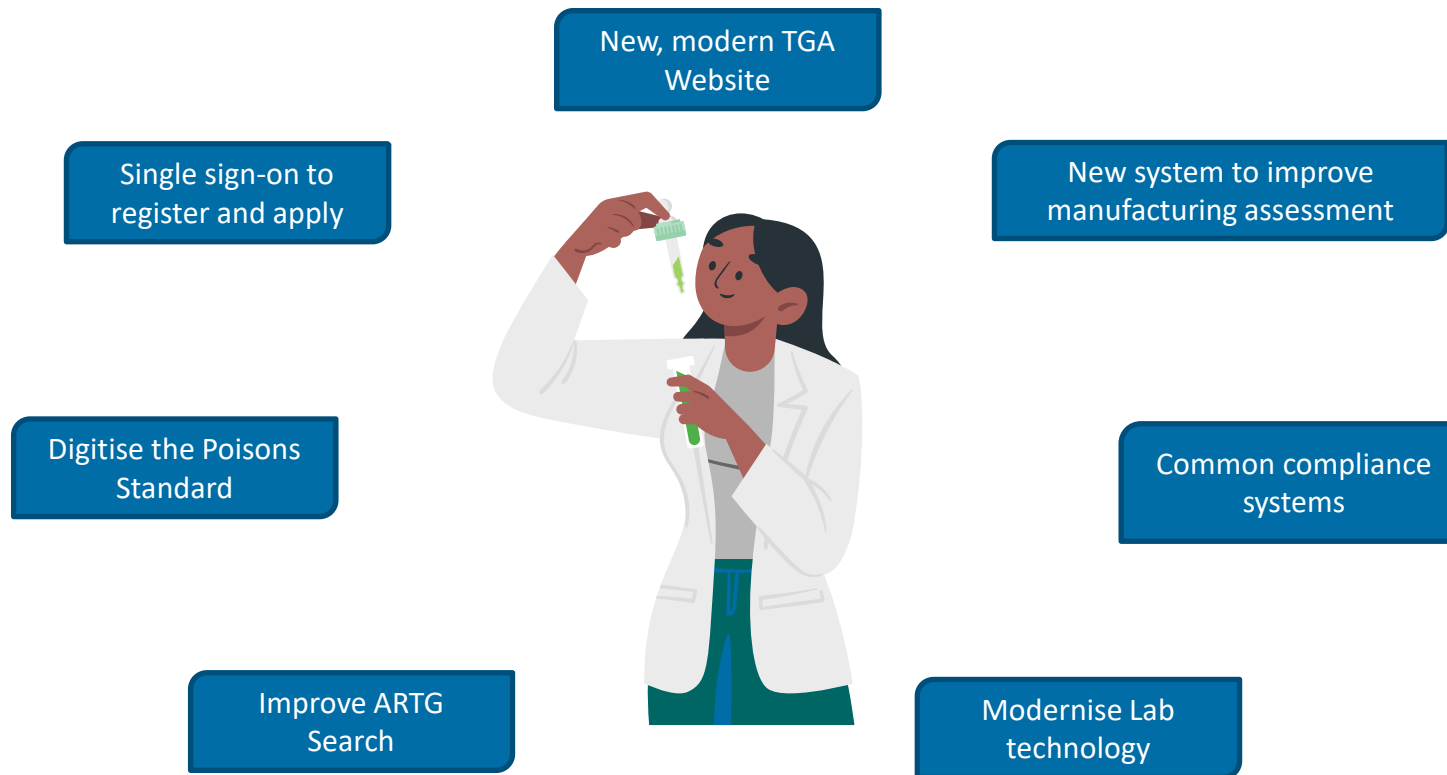
## Benefits to consumers

- Quicker and easier access to vital medical product information
- More timely alerts to critical incidences, such as recalls and adverse reactions



# Prioritising the work

The TGA Transformation has a number of priorities to deliver value to stakeholders:





# How we will engage with our stakeholders

## Stakeholder Forums

- Open forums
- Broad range of Transformation projects and issues discussed
- Inform on broad Transformation agenda
- Ask for issues and concerns

## Working Groups

- Small groups (10-12 members)
- Targeted to specific questions and proposals
- Members with strong interest in topics, typically regulatory affairs users
- Meets regularly – online & face to face

## Industry Forums

- Existing industry forums to seek feedback on regulatory reforms and practices
- Members – peak bodies
- Informs progress and status of Transformation at strategic level





**Australian Government**

**Department of Health**

Therapeutic Goods Administration

# ARTG Search

Improving search functions and capability  
on the ARTG



**Patrick O'Meley**

Assistant Director, Analytics & Reporting

TGA - Health Products Regulation Group

**TGA** Health Safety  
Regulation

TGA Transformation Program



# Workshop Agenda

- Review of feedback about the current ARTG search
- Demonstration of functions proposed for new ARTG search
- Feedback session to better understand your experience
- Next steps



# Why do we need a new ARTG Search?

- Feedback from users through external consultation sessions
- Advice from TGA staff with direct contact with public and industry

**Conclusion:** None of the three current search tools meet user needs

The ARTG is a frequently used search tool used by a diverse range of people:

- **250,000** ARTG searches are conducted each month
- **10-25** searches per second



# What you have told us...



"ARTG upgrade should be a high priority – fix it first."  
Industry Feedback, 2019



"ARTG is outdated, difficult to search and has no ability to export."  
Industry Feedback, 2019



"We need a full extract of the ARTG."  
NSW Health



"I just need the product information and have no idea how to do this."  
Member of the public, 2021



# Scope of work

- Objective is to improve the **public** ARTG Search on the TGA website – so it is easier to use and provides more useful information

## Current ARTG Search

Search the ARTG

Search

[Advanced search +](#) | [Help](#)

### Current key issues

- Not all fields are available  
(e.g. search for S4 medicines)
- No full export feature

### Future Potential Focus

- eBusiness Services
- Application Programming Interface (API) web service





# Quick comparison of current search tools

Key Point: None of the current tools meet all user needs

Search Feature <small>(not all shown)</small>	Current tools			Future tool
	TGA public website	eBS sponsor website	API service	New ARTG search
Search all fields	No (only 8)	No (only 6)	No (only 11)	Yes
Search route of administration	No	No	Yes	Yes
Search by Poisons Standard	No	No	Yes	Yes
Download full ARTG list	No	Limited	1000 rows	Yes
Links to PDF docs	Yes	Yes	No	Yes



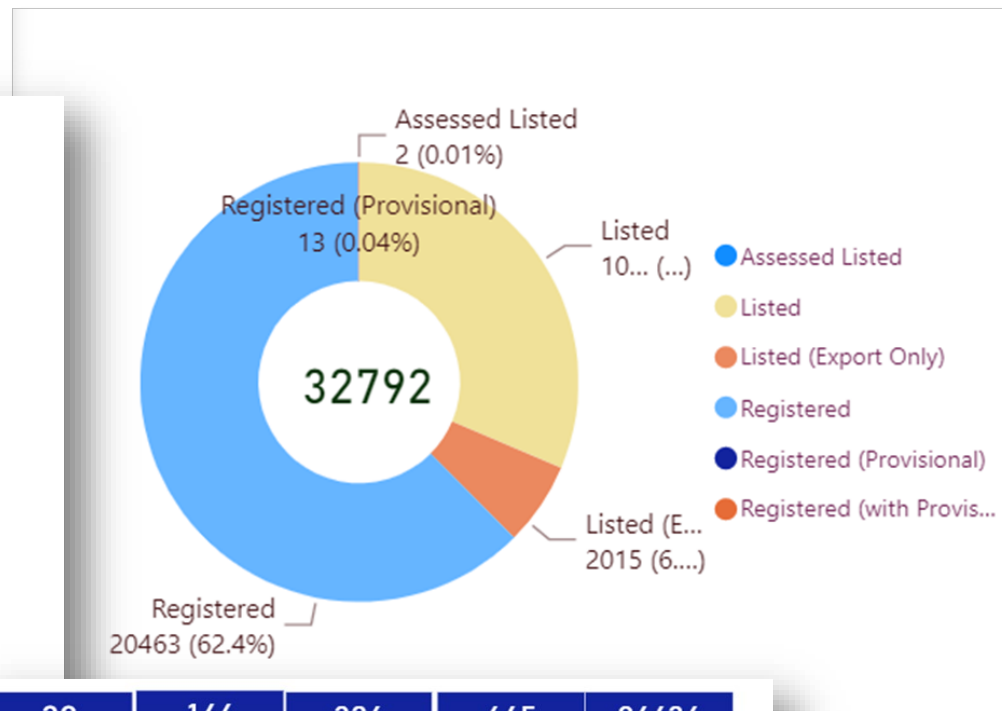
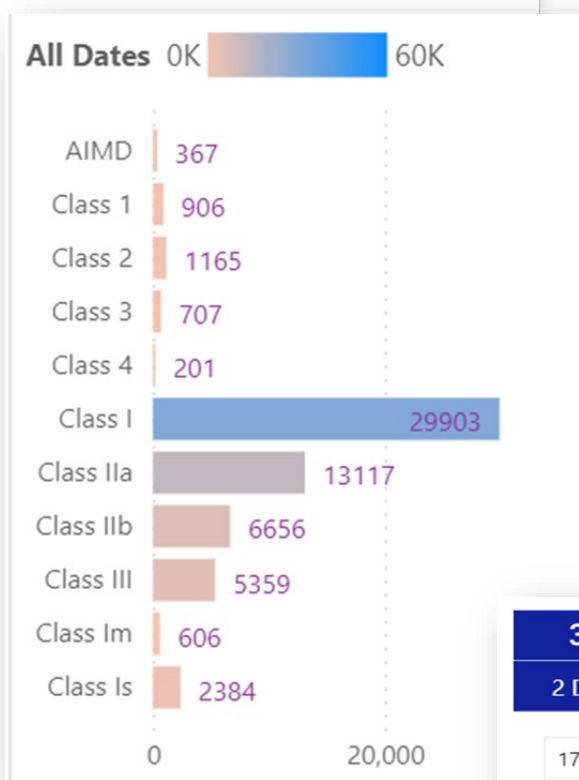
# Vision for the new public-facing ARTG Search

Deliver a more efficient and intuitive self-serve tool that better meets user needs for viewing publicly available ARTG information and reports

- A dynamic dashboard with additional search and filtering options
- Search all public fields
- Display of all of the public ARTG data in the search results
- Export functionality for all data or a subset of data
- Support all user needs

# What could be included in the future ARTG search

- ✓ Self-serve counts
- ✓ Visualisations
- ✓ Filters
- ✓ Export tables
- ✓ Linked documents





# Prototype Landing Page for future ARTG search

## ARTG Search - Home

?
Clear Selections

Home

Custom Search

Medicines

Medical Devices

Biologicals

Other Therapeutic Goods

Q&A

The Australian Register of Therapeutic Goods is a register of therapeutic goods that can be lawfully supplied in Australia.

Search results from the ARTG include [Consumer Medicines Information \(CMI\)](#), [Product Information \(PI\)](#) and Public Summary documents. Not all CMI and PI documents are available on this website.

If you want to include information from the TGA website, use this search: [Search the TGA website and the ARTG](#).

**Find Entry by ARTG ID**  

🔍 ✎

**Find Entry by Good Name**  

🔍 ✎

**Find Entries by Sponsor Name**  

🔍 ✎

**Find Entry by Product Name**  

🔍 ✎

**Find Entries by Therapeutic Type**  

▼

Custom Search

Search Results (93320 ARTG entries)

ARTG ID	Good Name	Sponsor Name	Therapeutic Type	ARTG Category	Start Date	Product Name	Public Summary	CMI Document	PI Document
371374	3P Pty Ltd - Chair. bath/sh...	3P Pty Ltd	Medical Device	Included	21 July 2021	Chair. bath/shower - Chair, bath/shower	<a href="#">🔗</a>		
371419	ANT NEURO AUSTRALIA P...	ANT NEURO AUSTRALIA PTY LTD	Medical Device	Included	21 July 2021	EEGO AMPLIFIER - Amplifier, electroencephal...	<a href="#">🔗</a>		
371375	Avante Australia Pty Ltd - ...	Avante Australia Pty Ltd	Medical Device	Included	21 July 2021	Bed, disabled person, electrical	<a href="#">🔗</a>		
371431	Cellular Therapies - T Cells...	Gilead Sciences Pty Ltd	Biological	Included	21 July 2021	T Cells - Brexucabtagene autoleucl, cryopres...	<a href="#">🔗</a>		
371416	DioxiClear	Factors Group Australia Pty Ltd	Medicine	Listed	21 July 2021	DioxiClear	<a href="#">🔗</a>		

Filters

>

🔍 Search

Filters on this page ...

ARTG ID is (All)

Good Name is (All)

Therapeutic Type is (All)

ARTG Category is (All)



# Prototype ARTG Full List Export for future ARTG search

? Clear Selections

**Home**

Custom Search

Medicines

Medical Devices

Biologicals

Other Therapeutic Goods

Q&A

**ARTG Search - Home**

The Australian Register of Therapeutic Goods is a register of therapeutic goods that can be lawfully supplied in Australia.

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Find Entry by ARTG ID

Find Entry by Good Name

Find Entries by Sponsor Name

Find Entry by Product Name

Find Entries by Therapeutic Type

**Filters**

Search

Filters on this page

ARTG ID is (All)

Good Name is (All)

Therapeutic Type is (All)

ARTG Category is (All)

**Search Results (93320 ARTG entries)**

ARTG ID	Good Name	Sponsor Name	Therapeutic Type	ARTG Category	Start Date	Product Name	Public Summary
371374	3P Pty Ltd - Chair, bath/sh...	3P Pty Ltd	Medical Device	Included	21 July 2021	Chair, bath/shower - Chair, bath/shower	<a href="#">View</a>
371419	ANT NEURO AUSTRALIA P...	ANT NEURO AUSTRALIA PTY LTD	Medical Device	Included	21 July 2021	EEGO AMPLIFIER - Amplifier, electroencephal...	<a href="#">View</a>
371375	Avante Australia Pty Ltd - ...	Avante Australia Pty Ltd	Medical Device	Included	21 July 2021	Bed, disabled person, electrical	<a href="#">View</a>
371431	Cellular Therapies - T Cells...	Gilead Sciences Pty Ltd	Biological	Included	21 July 2021	T Cells - Brexucabtagene autoleucl, cryopres...	<a href="#">View</a>
371416	DioxiClear	Factors Group Australia Pty Ltd	Medicine	Listed	21 July 2021	DioxiClear	<a href="#">View</a>

**Custom Search**

Summary CMI Document PI Do

[Export data](#)

[Show as a table](#)

[Spotlight](#)

[Sort descending](#)

[Sort ascending](#)

Sort by





# Prototype Medicines Focus Page for future ARTG search

←

## ARTG Search - Medicine

?

Clear Selections

Home

Custom Search

Medicines

Medical Devices

Biologicals

Other Therapeutic Goods

Q&A

### Medicines Category

Total: 32376

### New Good Started on ARTG

19	49	128	306	32376
2 Days	7 Days	14 Days	31 Days	All Dates

17/04/1991    21/07/2021

### Goods Started by Calendar Dates

### Quick Links

Find Good by ARTG ID

Black Triangle Scheme?

Medicine Type

- Select all
- Export Only
- Listed
- Over-the-Counter
- Prescription
- Registered Complementary

### Filters

Filters on this page ...

- ARTG ID is (All)
- Good Name is (All)
- ARTG Category is (All)
- Product Name is (All)
- Approval Area is (All)
- Indications is (All)
- Dosage Form is (All)
- Route Of Administrat... is (All)

Filter type

Basic filtering

- Select all
- (Blank) 298
- Buccal 1595
- Dental 791
- Epidural 855
- Epilesional Introdu... 58
- Extracorporeal Circ 56

Apply filter

### Search Results (32376 ARTG entries)

ARTG ID	Good Name	Therapeutic Type	ARTG Category	Start Date	Sponsor Name	Product Name	Approval Area	
371416	DioxiClear	Medicine	Listed	21 July 2021	Factors Group Australia Pty ...	DioxiClear	Listed Medicines	The sponsor shall kee
371415	Liver Detox	Medicine	Listed	21 July 2021	Pharmametics Products A D...	Liver Detox	Listed Medicines	The sponsor shall kee
371417	Milk thistle 4500	Medicine	Listed	21 July 2021	Factors Group Australia Pty ...	Milk thistle 4500	Listed Medicines	The sponsor shall kee
371390	Nutriqueen Biotin	Medicine	Listed	21 July 2021	B Pure Australia Pty Ltd	Nutriqueen Biotin	Listed Medicines	The sponsor shall kee
371391	Nutriqueen Gudmar	Medicine	Listed	21 July 2021	B Pure Australia Pty Ltd	Nutriqueen Gudmar	Listed Medicines	The sponsor shall kee
371414	Osmiltin	Medicine	Listed	21 July 2021	Pharmametics Products A D...	Osmiltin	Listed Medicines	The sponsor shall kee
371411	Pain Relief Cream	Medicine	Listed	21 July 2021	Synx Sole Pty Ltd	Pain Relief Cream	Listed Medicines	The sponsor shall kee
371392	Rapid D	Medicine	Listed	21 July 2021	Bio Concepts Pty Ltd	Rapid D	Listed Medicines	The sponsor shall kee



# Prototype Device Focus Page for future ARTG search

←

## ARTG Search - Medical Devices

?
Clear Selections

Home

Custom Search

Medicines

Medical Devices

Biologicals

Other Therapeutic Goods

Q&A

### Medical Devices Category

Selected: 60675

- General
- IVD
- General-Export
- IVD-Export
- IVD-In-house

### New Device Started on ARTG

40	93	248	463	60675
2 Days	7 Days	14 Days	31 Days	All Dates

10/10/1991    22/07/2021

### Medical Devices By Class

All Dates OK █ 60K

- AIMD: 364
- Class 1: 902
- Class 2: 1151
- Class 3: 708
- Class 4: 201
- Class I: 29440
- Class IIa: 13028
- Class IIb: 6595
- Class III: 5303
- Class Im: 602
- Class Is: 2381

### Quick Links

Ask a question about data

Find Good by ARTG ID

### Goods Started by Calendar Dates

### Search Results (60675 ARTG entries)

ARTG ID	Good Name	Therapeutic Type	ARTG Category	Start Date	Sponsor Name	Product Name	Class	Appro...
371471	Air Liquide Healthcare Pty Ltd - Calibration gas/non-refillable cylinder	Medical Device	General	22 July 2021	Air Liquide Healthcare Pty Ltd	Calibration gas/non-refillable cylinder	Class I	Medica
371510	ANT NEURO AUSTRALIA PTY LTD - VISOR2 SOFTWARE - Stereotactic ...	Medical Device	General	22 July 2021	ANT NEURO AUSTRALIA PTY ...	VISOR2 SOFTWARE - Stereotactic neuronavigat...	Class IIa	Medica
371477	Cabrini Health - Brush, cleaning, bur	Medical Device	General	22 July 2021	Cabrini Health	Brush, cleaning, bur	Class I	Medica
371503	Cardinal Health Australia 503 Pty Ltd - Cast stockinette	Medical Device	General	22 July 2021	Cardinal Health Australia 503 ...	Cast stockinette	Class I	Medica
371502	Cardinal Health Australia 503 Pty Ltd - Gauze roll, non-sterile	Medical Device	General	22 July 2021	Cardinal Health Australia 503 ...	Gauze roll, non-sterile	Class I	Medica
371495	Care Platforms Pty Ltd T/A Careleda - Wheelchair, attendant/occupant...	Medical Device	General	22 July 2021	Care Platforms Pty Ltd T/A Ca...	Wheelchair, attendant/occupant driven, <speci...	Class I	Medica
371470	Clinimed Aesthetics Pty Ltd - FocusDual - Skin contouring system, mul...	Medical Device	General	22 July 2021	Clinimed Aesthetics Pty Ltd	FocusDual - Skin contouring system, multifunct...	Class IIb	Medica
371472	Clinimed Aesthetics Pty Ltd - Powershape2 - Multi-modality physical t...	Medical Device	General	22 July 2021	Clinimed Aesthetics Pty Ltd	Powershape2 - Multi-modality physical therapy...	Class IIb	Medica
371488	Cobalt Health Pty Ltd - Chair, <specify>	Medical Device	General	22 July 2021	Cobalt Health Pty Ltd	Chair, <specify>	Class I	Medica

### Filters

Search

Filters on this page ...

- ARTG ID is (All)
- Good Name is (All)
- ARTG Category is (All)
- Product Name is (All)
- Class is (All)
- Approval Area is (All)
- GMDN term is (All)
- Intended Purpose is (All)
- Manufacturer Cou... is (All)
- Manufacturer Name is (All)
- Therapeutic Type** is Medical Device



# Prototype Devices (IVDs) Focus Page for future search

←

## ARTG Search - Medical Devices

?
Clear Selections

- Home
- Custom Search
- Medicines
- Medical Devices
- Biologicals
- Other Therapeutic Goods
- Q&A

**Medical Devices Category**

Selected: 2876

**New Device Started on ARTG**

0	0	5	11	2876
2 Days	7 Days	14 Days	31 Days	All Dates

19/07/2010    15/07/2021

**Medical Devices By Class**

All Dates OK 60K

**Quick Links**

Ask a question about data

Find Good by ARTG ID

**Goods Started by Calendar Dates**

Year	Count of Goods
2010	82
2011	171
2012	301
2013	364
2014	382
2015	478
2016	171
2017	188
2018	193
2019	177
2020	277
2021	92

**Filters**

Filters on this page

- ARTG ID is (All)
- Good Name is (All)
- ARTG Category is IVD**
- Product Name is (All)
- Class is (All)
- Approval Area is (All)
- GMDN term is (All)
- Intended Purpose is (All)
- Manufacturer Cou... is (All)
- Manufacturer Name is (All)
- Therapeutic Type is Medical Device**

**Search Results (2876 ARTG entries)**

ARTG ID	Good Name	Therapeutic Type	ARTG Category	Start Date	Sponsor Name	Product Name	Class	Approval
371109	Australia Biotech Pty Ltd - General laboratory reagent and consumabl...	Medical Device	IVD	15 July 2021	Australia Biotech Pty Ltd	General laboratory reagent and consumables I...	Class 2	IVD
371111	Emergo Asia Pacific Pty Ltd T/a Emergo Australia - Instrument/analyse...	Medical Device	IVD	15 July 2021	Emergo Asia Pacific Pty Ltd T/...	Instrument/analyser IVDs	Class 1	IVD
370924	Beckman Coulter Australia Pty Ltd - Instrument/analyser IVDs	Medical Device	IVD	12 July 2021	Beckman Coulter Australia Pt...	Instrument/analyser IVDs	Class 1	IVD
370926	Hologic (Australia & New Zealand) Pty Ltd - Specimen receptacle IVDs	Medical Device	IVD	12 July 2021	Hologic (Australia & New Zea...	Specimen receptacle IVDs	Class 1	IVD
370883	Thermo Fisher Scientific Australia Pty Ltd - Instrument/analyser IVDs	Medical Device	IVD	12 July 2021	Thermo Fisher Scientific Austr...	Instrument/analyser IVDs	Class 1	IVD
370783	Siemens Healthcare Pty Ltd - Clinical chemistry trace element IVDs	Medical Device	IVD	8 July 2021	Siemens Healthcare Pty Ltd	Clinical chemistry trace element IVDs	Class 2	IVD
370604	Australia Biotech Pty Ltd - Instrument/analyser IVDs	Medical Device	IVD	5 July 2021	Australia Biotech Pty Ltd	Instrument/analyser IVDs	Class 1	IVD
370606	Australia Biotech Pty Ltd - Specimen receptacle IVDs	Medical Device	IVD	5 July 2021	Australia Biotech Pty Ltd	Specimen receptacle IVDs	Class 1	IVD
370592	Health Vision Australasia Pty Ltd - Severe acute respiratory syndrome-...	Medical Device	IVD	5 July 2021	Health Vision Australasia Pty ...	Severe acute respiratory syndrome-associated ...	Class 3	IVD



# Prototype Detailed Data Export (IVDs example)

Applied filters: ARTG Category is IVD Therapeutic Type is Medical Device

ARTG ID	Good Name	Therapeutic Type	ARTG Category	Start Date	Sponsor Name	Product Name	Class	Approval Area	Conditions	Product Type	Effective Date	Functional Description	Intended Purpose	Variant Information	Specific Conditions	GMDN	Manufacturer Name
371109	Australia I	Medical Devi	IVD	15 July 2021	Australia Biotech Pt	General Ia	Class 2	IVD	- The inclusion c	IVD	#####		For isolation and purification of high-quali	CT946 - Ge	BIOTEKE C		
371111	Emergo A:	Medical Devi	IVD	15 July 2021	Emergo Asia Pacific	Instrumer	Class 1	IVD	- The inclusion c	IVD	#####		Instrument/Analyser is intended to be usi	CT943 - In: Wuhan MC			
370924	Beckman i	Medical Devi	IVD	12 July 2021	Beckman Coulter A	Instrumer	Class 1	IVD	- The inclusion c	IVD	#####		Automated equipment or apparatus for pi	CT943 - In: Sener Diag			
370926	Hologic (A	Medical Devi	IVD	12 July 2021	Hologic (Australia &	Specimen	Class 1	IVD	- The inclusion c	IVD	#####		Specimen collection kit containing a steril	CT936 - Sp Hologic In:			
370883	Thermo Fi	Medical Devi	IVD	12 July 2021	Thermo Fisher Scie	Instrumer	Class 1	IVD	- The inclusion c	IVD	#####		Manual, semi-automated or automated e	CT943 - In: Thermo Fi			
370783	Siemens F	Medical Devi	IVD	8 July 2021	Siemens Healthcare	Clinical ch	Class 2	IVD	- The inclusion c	IVD	#####		For in vitro diagnostic use to aid in determ	CT1237 - C Sentinel C			
370604	Australia I	Medical Devi	IVD	5 July 2021	Australia Biotech Pt	Instrumer	Class 1	IVD	- The inclusion c	IVD	#####		This automated nucleic acid extractor use	CT943 - In: BIOTEKE C			
370606	Australia I	Medical Devi	IVD	5 July 2021	Australia Biotech Pt	Specimen	Class 1	IVD	- The inclusion c	IVD	#####		Disposable sampling swab kits, including:	CT936 - Sp BIOTEKE C			

2872	174700	Siemens F	Medical D	IVD	10 August 2010	Siemens Healthcare	General Ia	Class 1	IVD	- The incl	IVD	#					
2873	174699	Siemens F	Medical D	IVD	10 August 2010	Siemens Healthcare	Instrumer	Class 1	IVD	- The incl	IVD	#					
2874	174701	Siemens F	Medical D	IVD	10 August 2010	Siemens Healthcare	Specimen	Class 1	IVD	- The incl	IVD	#					
2875	174399	Siemens F	Medical D	IVD	30 July 2010	Siemens Healthcare	Instrumer	Class 1	IVD	- The incl	IVD	#					
2876	173886	Roche Dia	Medical D	IVD	19 July 2010	Roche Diagnostics /	Instrumer	Class 1	IVD	- The incl	IVD	#					
2877	173917	Roche Dia	Medical D	IVD	19 July 2010	Roche Diagnostics /	Instrumer	Class 1	IVD	- The incl	IVD	#					
2878	173918	Roche Dia	Medical D	IVD	19 July 2010	Roche Diagnostics /	Instrumer	Class 1	IVD	- The incl	IVD	#					
2879	173919	Roche Dia	Medical D	IVD	19 July 2010	Roche Diagnostics /	Specimen	Class 1	IVD	- The incl	IVD	#					
2880																	
2881																	
2882																	
2883																	

**NOTE:**

- Many more fields/columns included (not all shown here)
- All rows included (2879 IVD rows on 23 Jul 2021)



# Feedback Session

Helping us understand your experience



# Understanding your experience

## Purpose of this session:

**We would like to identify how we can improve the ARTG public search to help you achieve your search objectives and needs.**

- Thank you for your feedback so far
- Let's move to live poll questions
- Three questions, up to three minutes to answer each
- There will be discussion between each question
- The answers to the questions will be shared with everyone
- Use the Chat function to ask your own questions



## Understanding your experience - Question 1

What were your first impressions of the new ARTG Search prototype?

Action:  
Please type your answers into the Webex Polling located to the right of your screen now.







## Understanding your experience - Question 2

What are your frustrations with the current ARTG Search?

Action:

Please type your answers into the Webex Polling located to the right of your screen now.







## Understanding your experience - Question 3

What information do you need that is currently unavailable or difficult to access in the current ARTG Search?

Action:  
Please type your answers into the Webex Polling located to the right of your screen now.

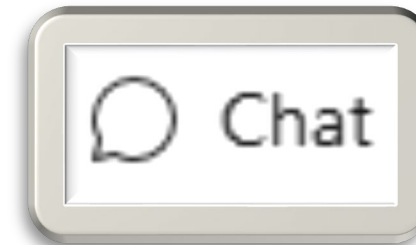




## Understanding your experience - Question 4

Any other comments?

Please type into the Chat





# Next steps

We will consolidate and review your feedback to inform our future approach

- **Have your say about how we can improve the public ARTG Search**
  - Complete the ARTG Search survey - Visit the [ARTG search](#) page
- **Invitation to participate in the user trial**
  - You will have the opportunity to try the new ARTG search
  - Look out for our email with a link to the new search and survey
  - You can forward the email to other ARTG search users.
- **Future involvement**
  - Potential opportunity to participate in an ARTG project working group.
- **More information**
  - Contact us at [tgatp@health.gov.au](mailto:tgatp@health.gov.au)



## Short 5 minute break





**Australian Government**

**Department of Health**

Therapeutic Goods Administration

## New TGA Website

Improving how you find, understand and interact with our digital services



**Shari Krasowski**

Director, Regulatory Education Section

TGA - Health Products Regulation Group

**Folk**

**TGA** Health Safety  
Regulation

TGA Transformation Program



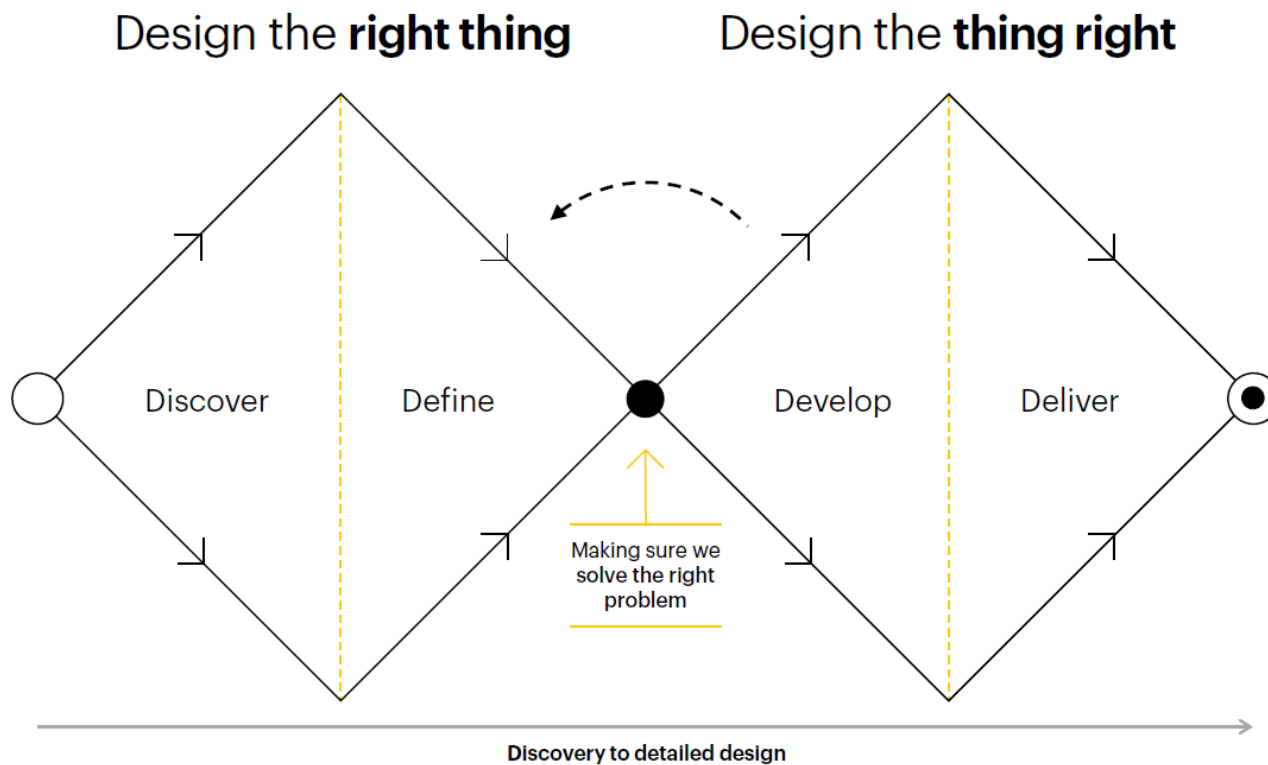
# What will the project deliver?

- New website for **tga.gov.au**
- Digital front door for all digital content and services
- User journey focus that is consistent and intuitive
- New infrastructure built on GovCMS and aligned with health.gov.au look and feel





# Our approach





## Discovery: what we've done so far

- Lightning talks with TGA senior executives
- User research interviews with external and internal stakeholders
- User survey (400+ responses)
- Comparable website analysis
- Analysis of search and web statistics
- Content audit and ecosystem mapping







## Discovery: what we've learnt so far

- 46% of all users reported difficulty using the TGA website, with 30% of health professionals finding it “very difficult” to use
- Users found the navigation and search hard when seeking specific information
- Google searches would drop users on legacy pages – unsure of currency
- Content very technical and dense with assumed knowledge
- Common tasks difficult to complete without clear step-by-step pathways
- Industry reported fragmented information across multiple areas with no coherent grouping of content
- Industry will call or email as can't find required information or guidance
- Consumers unable to find relevant information on medicinal cannabis, implants, vaping, common medications, COVID-19
- Consumers struggled with labelling and language used – content and databases



# Opportunities to improve user experience

- Build a clear navigational structure
- Provide intuitive pathways to information
- Ensure common tasks are logical and easy to complete
- Use language and labelling that is meaningful to all users
- Remove duplicate or out-of-date content
- Modernise the look and feel and align with [health.gov.au](http://health.gov.au)





# Feedback Session

Facilitated by **Dom Watson** and **Jim McCool**

TGA's digital design partners from **Folk**, a strategic design consultancy



**Australian Government**

**Department of Health**

Therapeutic Goods Administration

# TGA User Experience

Identifying the pain points and user experience opportunities for TGA stakeholders



**Nick Zappia**

Partner, Technology Strategy & Transformation  
Deloitte Australia

**TGA** Health Safety  
Regulation

TGA Transformation Program



# Introduction to the Process Transformation Project

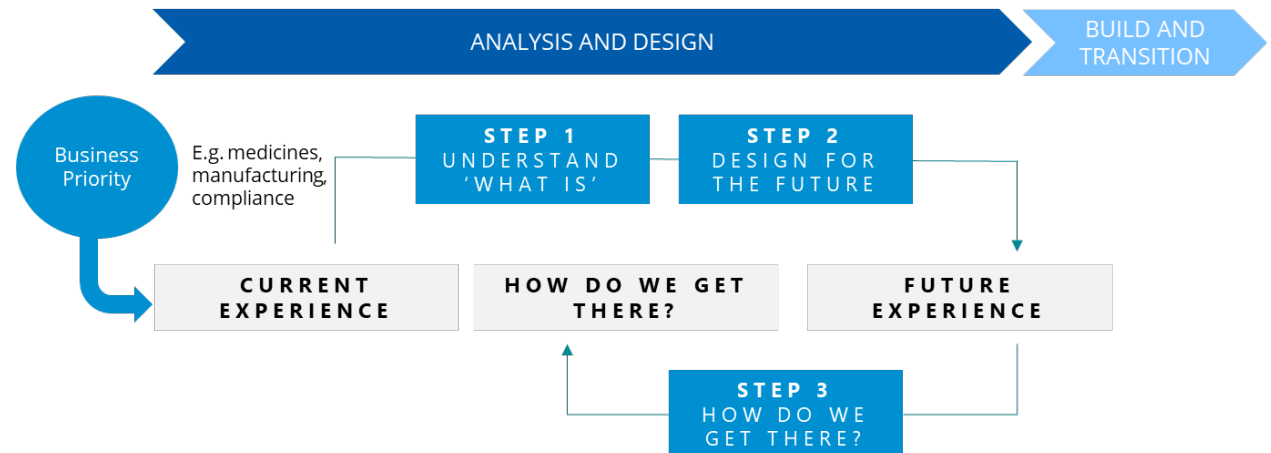
The Process Transformation Project is working with the TGA business, customers and stakeholders to co-design the future state business processes that will provide the foundation for transformational initiatives to be delivered by the Transformation Program.

## ABOUT THIS PROJECT

This engagement is being conducted in three phases;

- 1. Understand** - the existing business processes, architecture and priorities. We will then develop a repeatable framework for process transformation
- 2. Design** - new business processes for a range of business priorities, and identify opportunities for improvement across the enterprise.
- 3. Implement** - the desired target state processes and required system changes to deliver a lasting impact to the way TGA operates.

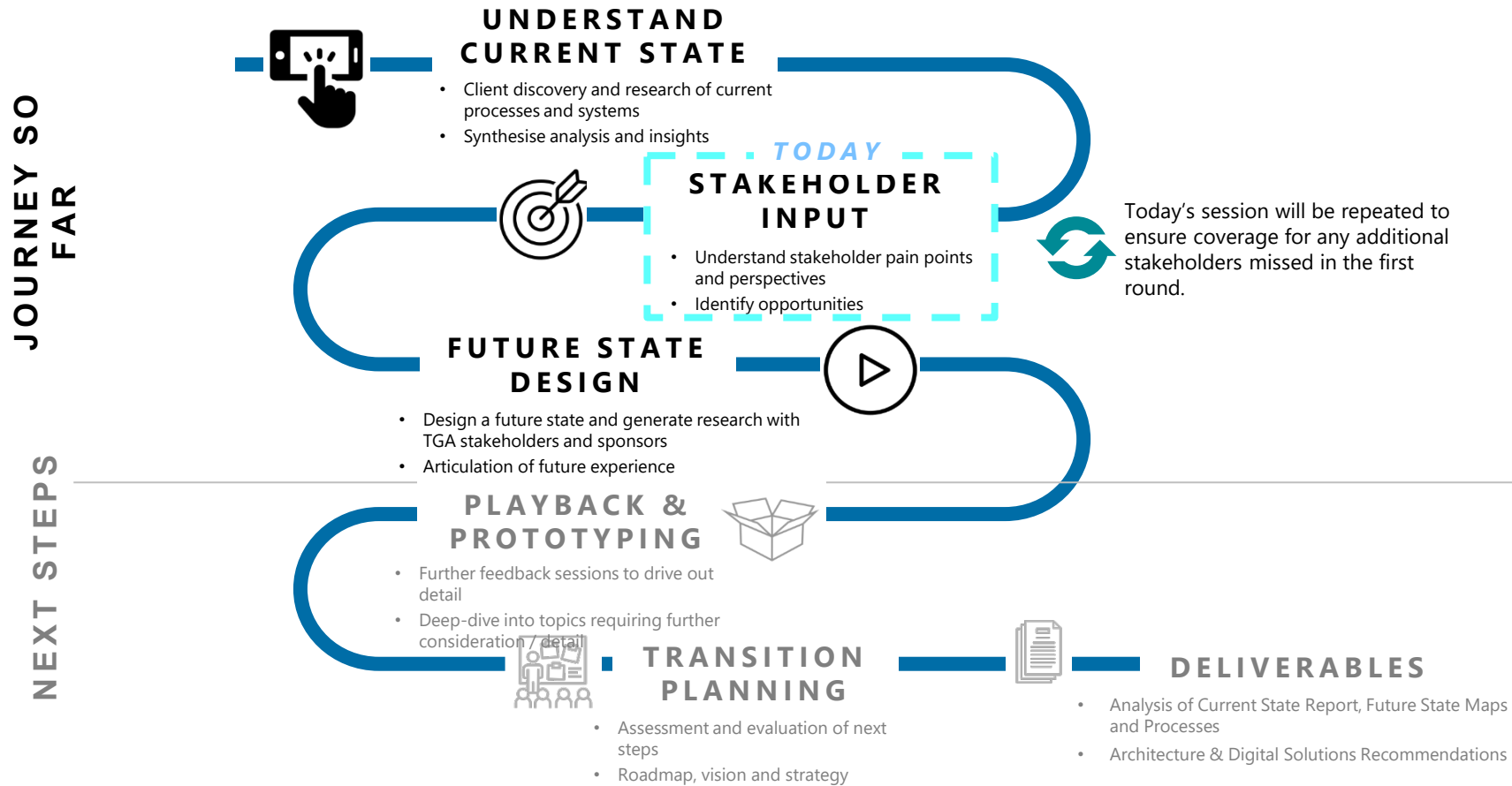
## THE TRANSFORMATION JOURNEY





# The Process Transformation Journey

The phases of the process transformation activities to be undertaken by the project are outlined below. The outputs of today's and future sessions will be collated to help form an agreed view on the desired future state processes for TGA.





# Understanding your experience

In this activity (next two slides) you will be asked to provide 3 suggestions in response to the following questions:

- 1. Reflecting on your previous dealings with TGA, what could the program do to improve both the efficiency and quality of its interactions & communications with its customers?**
- 2. Reflecting on your previous dealings with TGA, what do you see as the top 3 opportunities for automation in TGA's processes?**



# Understanding your experience - Question 1

- 1. Reflecting on your previous dealings with TGA, what could the program do to improve both the efficiency and quality of its interactions & communications with its customers?**
  - Please provide 3 (or more) across any of people, process or technology.

15 Mins Discussion





## Understanding your experience - Question 2

- 2. Reflecting on your previous dealings with TGA, what do you see as the top 3 opportunities for automation in TGA's processes?**
  - Please provide 3 (or more).

15 Mins Discussion



## What's next?

- Following this session, the project team will synthesise the responses received in order to identify key themes.
- The themes identified will be used to help shape and prioritise the capabilities that will comprise the target state solution.
- As we progress through different stages of the transformation we will continue to run targeted sessions with stakeholders to continue to evolve and validate our thinking.



**Australian Government**

**Department of Health**

Therapeutic Goods Administration

# TGA Transformation

## Stakeholder Engagement Forums

Gillian Mitchell

**TGA** Health Safety  
Regulation



# Conclusion

- Thank you for attending and participating today
- Your feedback and ideas has been captured and will feed into our ongoing thinking and development
- There will be further engagement sessions, including smaller working groups of interested stakeholders to provide more detailed feedback where required.
- Slides will be published on the TGA website after the 12 August session
- Feedback survey



# Get in touch

TGA Transformation Program

[TGATP@health.gov.au](mailto:TGATP@health.gov.au)



# How did we go?

Please complete our short **2-3 minute** survey  
before 30 August 2021