HOW TO USE B = M.A.T.H. TO IMPROVE AND SIMPLIFY GMP BEHAVIORS

by Martin Lush

HOW CAN SIMPLIFICATION ALTER BEHAVIOR?

Loft Insulation: To encourage people to insulate the loft space in their houses (and reduce energy bills), the UK government provided attractive, cash saving tax incentives. Unfortunately very few people took them up on their offer. After a little more research the government came back with a different incentive. Instead of a tax rebate they offered a subsidized loft clearance service. They were inundated with applications. Why?

The task of clearing decades of junk from loft spaces to permit insulation was too difficult. Offering to do this for them changed their behavior because it made it EASIER to achieve.

Motor Cycle Thefts: When Germany made the wearing of helmets a legal requirement for motorcyclists, thefts of motor bikes fell. Why?

The government had (inadvertently) made non-helmet-wearing riders easier to spot as potential motorcycle thieves. Thieves now had to walk around carrying a helmet, which increased difficulty and desire!

THE IMPORTANCE OF B = M.A.t.H.

In a previous edition of the Journal, we provided valuable guidance on changing GMP behaviors by applying our B = M.A.t.H. model:

> To change **B**ehavior you must provide the **M**otivation, the **A**bility (make it easy), the **t**rigger event, and then make it a **H**abit

> If you're not getting the desired behavior, one or more of these elements is missing

THE VITAL IMPORTANCE OF ABILITY (EASE)

Research confirms what the above examples illustrate. To change any behavior you must:

> Make the new, desirable behavior easier than the old one OR

> Make the old, undesirable behavior as difficult as possible

SO, PLEASE REMEMBER…

> Most people will always take the path of least resistance. They will always do what is easiest

> The whole purpose of simplification is to reduce friction and make things easy to do

> All of our research suggests that you simply can't change behavior without simplifying the workplace and it's key processes first

ABOUT THE AUTHOR

Martin Lush has over 30 years' experience in the pharmaceutical and healthcare industry. He has held senior management positions in QA, manufacturing, QC and supply chain auditing and has conducted audits and education programs for many hundreds of companies in over 25 countries. He was previously a partner at David Begg Associates (DBA).

A microbiologist by profession, Mr. Lush has considerable experience in the manufacture, quality assurance and testing of aseptic products. He is also qualified to act as a Qualified Person within the EU. He holds a master's degree in medical microbiology, a BSc in medical science and a post-graduate diploma in quality management systems. He is also an honorary lecturer at the School of Pharmacy, University of Strathclyde, Scotland.

Mr. Lush has been involved in the design, qualification and operation of over 15 plants manufacturing sterile products. Passionate about continuous quality improvement in the pharmaceutical industry, he believes that most pharma companies are 20-30 years behind industries like automobiles and microelectronics. He is currently working with many companies to help them close this gap.

For more information, contact **pharmamail@nsf.org** or visit **www.nsfpharmabiotech.org**

Cite as: NSF International. December 2017. How to Use B = M.A.t.H. NSF: York, UK.

NSF INTERNATIONAL | PHARMA BIOTECH

The Georgian House, 22/24 West End, Kirkbymoorside, York, UK YO62 6AF
T +44 (0) 1751 432 999 | **E** pharmamail@nsf.org

2001 Pennsylvania Avenue NW, Suite 950, Washington, DC 20006 USA
T +1 (202) 822 1850 | **E** USpharma@nsf.org

www.nsf.org | **www.nsfpharmabiotech.org**