



## Recall Team



**Internal Team**—When building a recall team, it is essential to create a cross-functional group under the guidance of a qualified leader, with people assigned from each respective area. It is also important to identify team alternates, as one or more members may be out of the office when a recall event happens. Your recall team also needs to identify a spokesperson who will liaise with relevant regulatory agencies and a person who will deal with media.

**External Resources**—Don't have internal experts who specialize in crisis management? Specialized crisis-management experts from outside your company are available; these people have the skills, expertise and infrastructure to respond to a recall event and help you ensure regulatory compliance.

## Mock Recalls



Mock recalls should be conducted annually to identify gaps in procedures and opportunities to make improvements to the standard operating procedure. Comprehensive mock recall exercises should be performed regularly and include critical recall team members and executive management. The simulation should be realistic to allow for team members to respond in real time.

## Notification & Response Management



Senior staff, including quality, regulatory, operations, customer service, legal, finance and marketing team members, need to:

- Participate in the recall process
- Be notified early and be thoroughly briefed on the issue
- Support the decision to recall
- Understand the risk/impact to the business

Health Canada will review submitted information and provide an opinion about the category of risk associated with the issue. Certain Class III conclusions could still result in a recall action.

For a product recall or withdrawal to be successful, your company needs to get the word out quickly to all affected parties: processors, distributors, retailers, consumers and regulators.

## Recovering Materials



**Warehouse Management**—You will need to assign sufficient space and resources to sort through returned materials, as some customers return all materials, not just those captured by specific lot codes. Sorted materials need to be very carefully managed to ensure at-risk materials are appropriately quarantined.

**Product Retrieval, Quality Audits and Effectiveness Checks**—Occasionally, field-based site audits are needed to ensure public safety, as well as to meet regulatory requirements. Product retrieval, quality audits and effectiveness checks require special attention and documentation that only an experienced team should undertake to ensure compliance and satisfy all requirements.

## Communications & Media Management



**Website and Toll-Free Numbers**—Creating a special website or modifying your company's existing website to include critical information is a must in today's media environment. The establishment of a dedicated toll-free number to handle incoming and outgoing calls is an industry best practice.

**Adverse Event Reporting**—Recalls or withdrawal situations may bring an increase in quality complaints and adverse events that have special reporting requirements. In certain recall situations, you will need to have specially trained healthcare call centre operators to track adverse events professionally.

**Consumer Affairs**—Consumer affairs must be provided with statements to respond uniformly to any customer or consumer inquiries. This includes preparing statements for when the recalled product or ingredient is *not* made or used by your company.

**Social Media**—Properly managing social media during a recall can improve a company's reputation. Typically, consumers react positively to organizations that accept responsibility and take corrective action immediately.

**News Releases**—News releases must be carefully considered and crafted to address public anxiety and ensure rapid return of public trust. Staff who create news releases can benefit greatly from media training.

## Rebuilding Inventories



Because there will be a sudden demand on the supply chain to recover lost sales and minimize retailer penalties, you will need to regularly appraise your supply chain to review the status of held materials. Overstock situations could occur as held materials are sorted and released for sale. Replacement materials with long lead times could result in retailer shortages for prolonged periods. In particular, contingency plans must be made for:

- Materials management
- Impact on production schedules
- Shelf replenishment

## Product Management & Material Destruction



**Internal and External**—All materials associated with a recall must be carefully tagged both physically and, where applicable, electronically. Materials that pose significant risk to health, including death, must be controlled under lock and key. Clear communications and tested protocols are mandatory and essential to avoid cross-contamination of affected materials. As with external materials, managing the destruction of a recalled or unsalable product safely and securely will ensure brand protection, reduce liability and help protect the environment.

## Rebuilding Trust



**Corrective Action**—Your corrective response needs to be considered as carefully as your media plan; this response will be foundational for rebuilding consumer/customer trust.

**Remedy Management**—A robust recall plan includes a remedy component, such as compensation in the form of money, credit, repair, replacement or coupons. Your plan should include the most appropriate options for the situation, including how compensation will be distributed.

## Product Recall Insurance



Due to tighter government regulatory requirements and the globalization of the supply chain, the number of recalls is increasing dramatically. Many companies are purchasing recall insurance to avoid catastrophic losses. With more recalls occurring, the question is not whether you can afford to protect yourself against the significant losses incurred during a recall, but whether you can afford not to.

## Review



Capturing recall costs and analysis



Defective materials recovery score



Time taken score  
(issue identification, materials isolation, notification)



Market recovery index



Corrective and preventive action (CAPA) plan

## Purpose

This document was developed by Stericycle ExpertSOLUTIONS to assist manufacturers facing a product recall or a withdrawal situation. Recall 911 presents recall best practices as well as recommendations for your company. It should be used as a reference only. The components outlined capture the major aspects of a recall, provide insights into executing a successful recall, address the concerns of the marketplace and can help to protect your organization.

Recalls have more than doubled over the past ten years. Many factors have contributed to this increase, including greater regulatory requirements, global supply chain complexities and improved testing techniques. Product recalls can have negative impacts on a business, such as a loss of productivity, loss of revenue or even damage to a brand. With corporate responsibility and brand reputation on the line, it is important

to execute recalls effectively and responsibly. Upon discovery of a safety issue, all parties in the supply chain must be notified in a timely manner. Clear communication with precise execution is critical in a recall situation. Timely data collection, real-time visibility and accurate reporting, captured through a centralized repository, are vital to monitoring progress and providing updates to government agencies.

Accepting responsibility, committing to remedy the situation and adhering to honest and proactive communications that are designed to regain trust will help ensure that your brand's reputation remains intact. With proper planning and expertise, an organization can maintain focus on the business, scale recall efforts and prevent long-term damage to brand reputation.

Stericycle ExpertSOLUTIONS is a true business partner—an on-call extension of each customer's team with a staff standing ready to guide companies through the recall, retrieval, return and audit processes. Our team provides the most comprehensive range of reputation management services across the globe. This comprehensive suite of highly focused services provides global and local expertise before, during and after a recall threat. Stericycle has the right resources in the right locations to manage any recall challenges with speed and accuracy.