

# **The Importance of Properly Designed Experiments for Comparative Studies**

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**This is a joint industry presentation on  
behalf of the trade associations shown**

# The Importance of Properly Designed Experiments for Comparative Studies

- **Background and motivation**
- Design considerations:
  - Randomisation and blocking
  - Case study – instrument comparison
  - Analytical and sampling variability
- Summary
  - Properties of well-designed experiments
  - Steps in planning experiments



# Background / Motivation

- With regard to Design of Experiments, the paper includes considerations of random sampling, choice of sample size and experimental unit.
- However these and other important aspects of DoE deserve more in-depth coverage and increased clarity.
- Investing effort in the design of the comparative study is crucial to the quality of the data generated and the efficiency with which resource is applied.



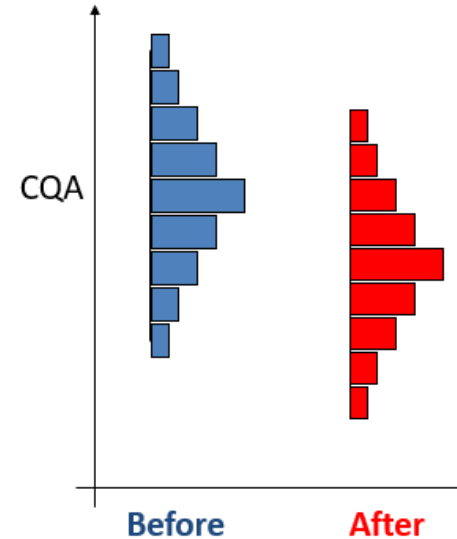
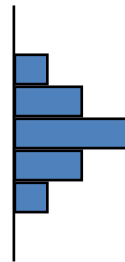
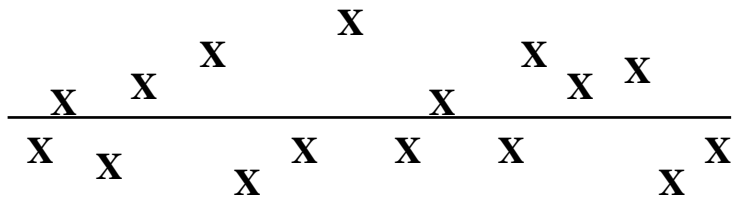
# Design of Comparative Experiments

- Clearly define objectives of the experiment. What question(s) is the experiment aiming to address?
- Can the experiment be designed such that the questions posed will be answered unambiguously? An important issue is ***bias***.
- How can the experiment be designed so that it is ***efficient?***

# Variability – Common Cause vs Bias

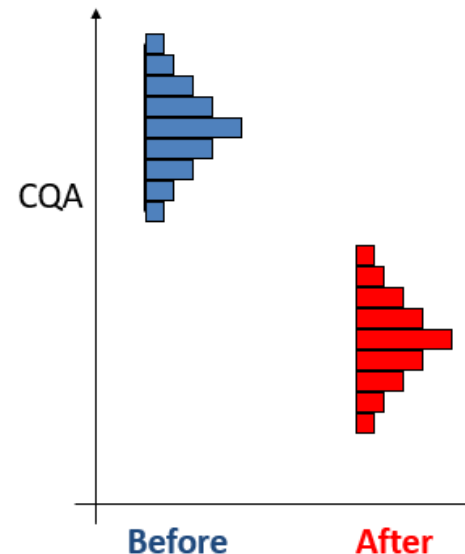
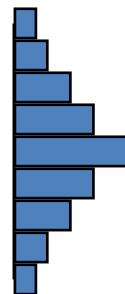
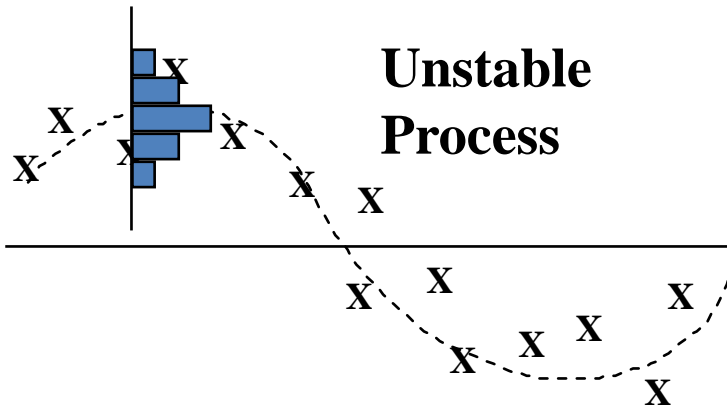
N.B. Applies to both manufacturing and analytical processes.

## Stable Process - In Statistical Control



If common cause variability high, then this can obscure a real before/after effect.

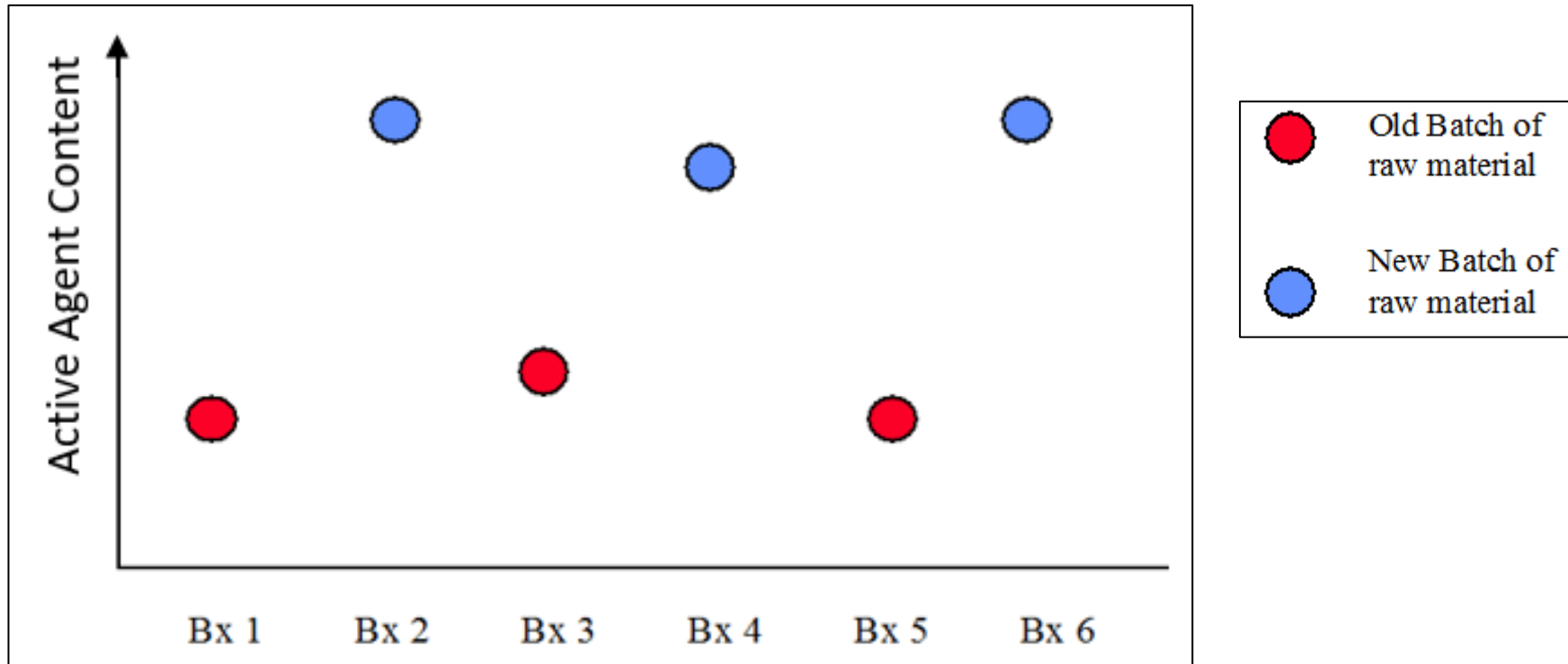
## Unstable Process



If production process out of control, then an apparent before/after effect may be due to some other cause, i.e. conclusion *biased*.



# “Leapfrog” Design



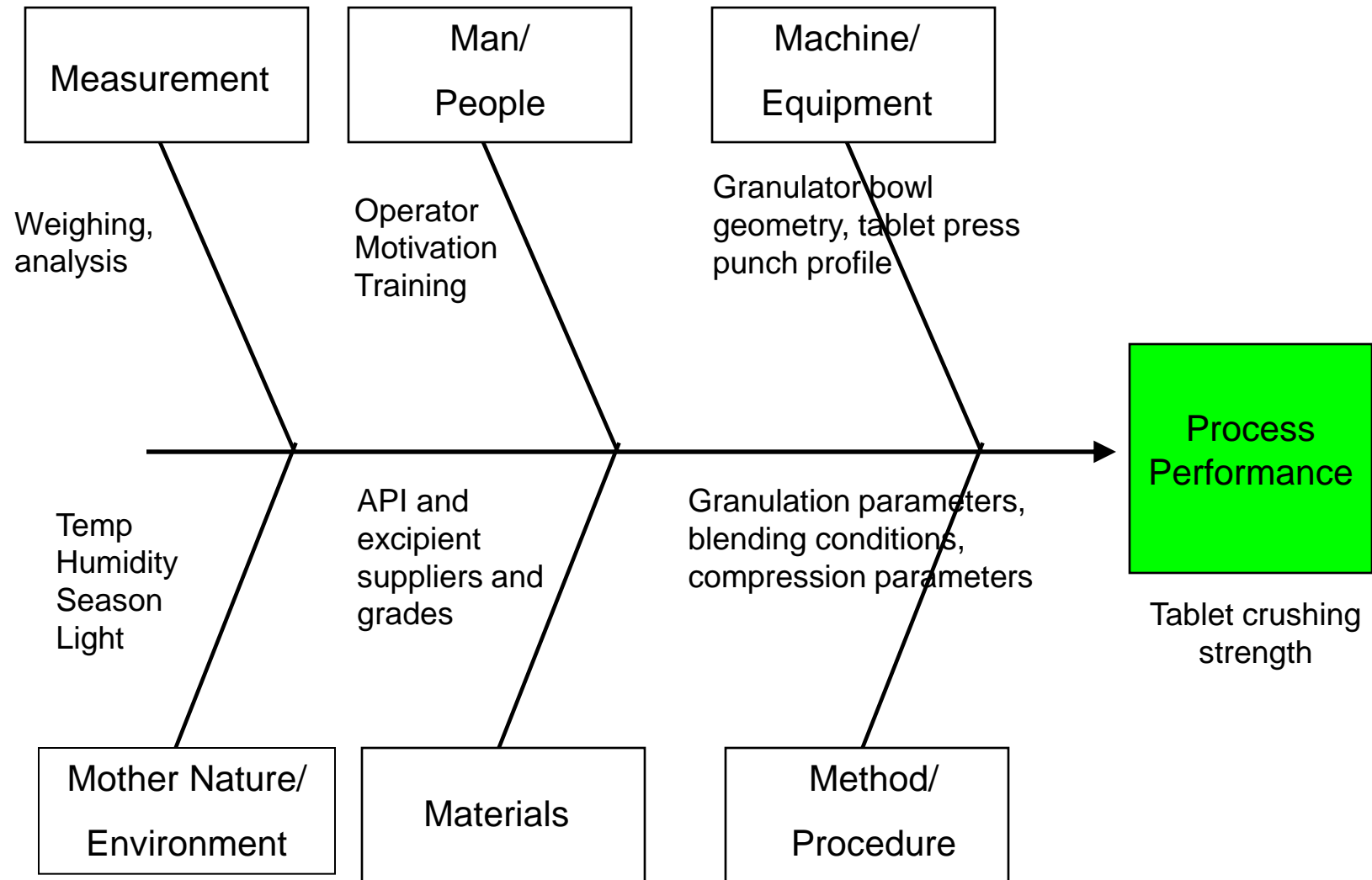
Simple experimental design can be introduced to help assess the impact of changing batches of raw material & reduce risk of bias from other sources of variability.

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# Fishbone Diagram



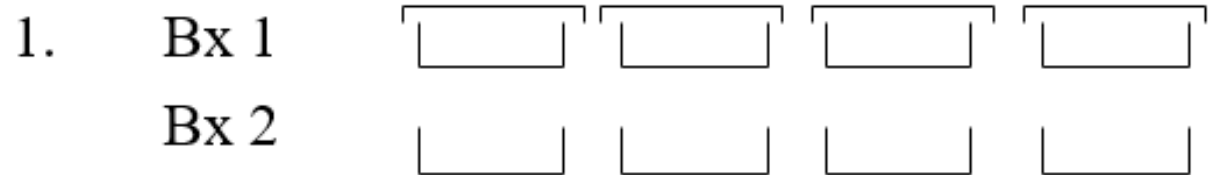
# Simple Blocking Example

## Effect of Lidding in Freeze-Drying Process

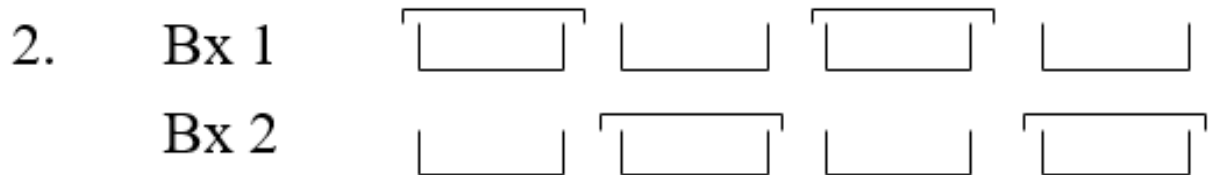
Drum freezer –  
Material splits into 4 trays  
or sub-parts.

An experimental program  
is proposed to investigate  
the impact of running the  
freeze drier stage with and  
without lids on the trays.

2 alternative options are  
shown here. Option 2) is  
an example of a *blocking*  
*design*.



- + Simple to organise - little chance of mistake
- Any difference between batches may be due to other factors, not just lids e.g. environment, equipment



- More scope for human error
- + Reduced potential for bias when estimating the effect of lidding



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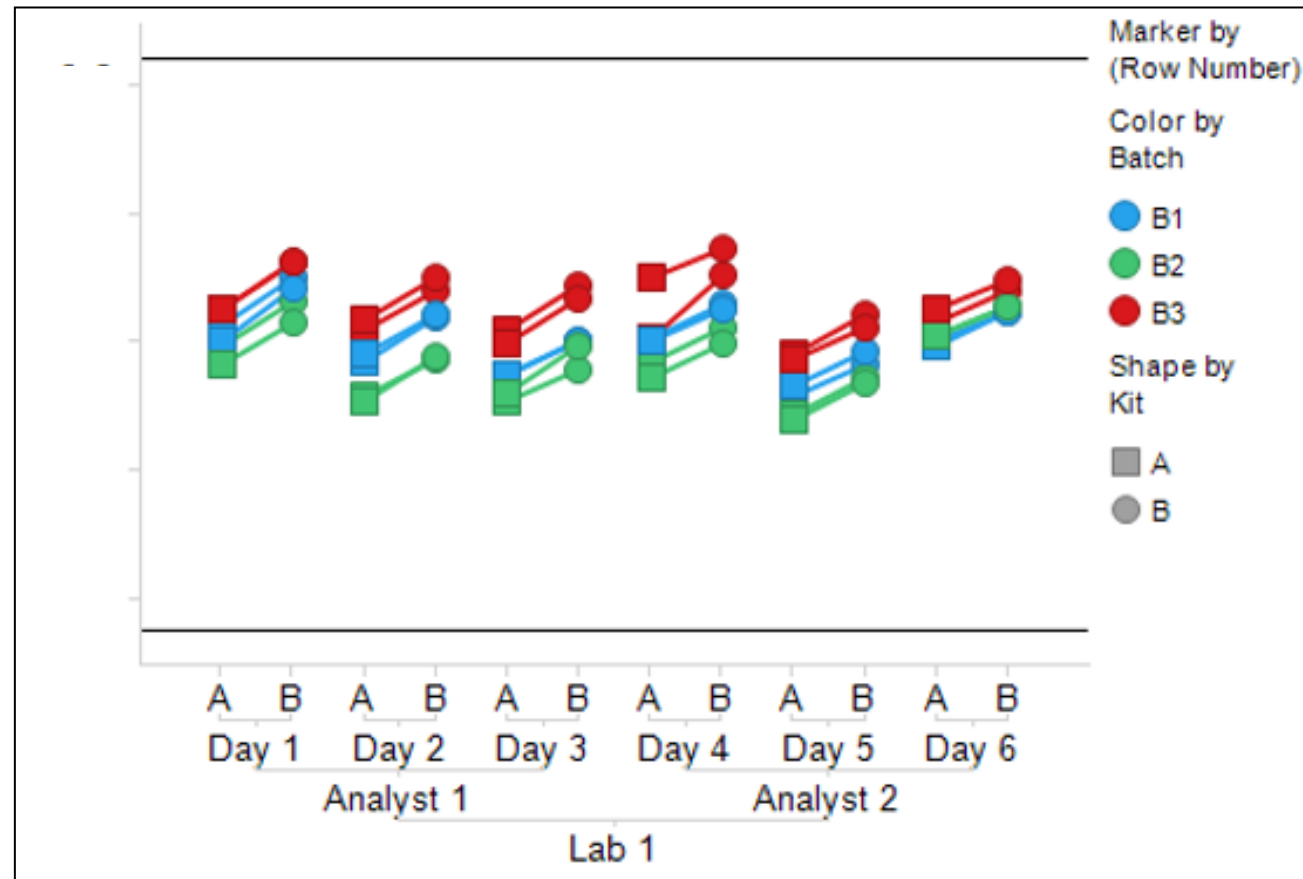
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# Instrument Comparison – Matched-Pairs Design

Impact - This design led to much greater statistical power than would have been possible with a randomised design. A much greater sample size would have been required to achieve the same precision.

- 2 sets of equipment explored in a designed experiment to assess if they could be used interchangeably for an analytical method.
- Blocking factors are analyst, day and batch.
- 2 samples prepared for each batch and each sample tested on both sets of equipment. This is an example of a matched-pairs design.



# Components of Variance -> Experimental Design

**FACTOR:** any aspect of the experimental conditions which can affect the data obtained from an experiment.



## **THE PROCESS**

- Identify the factors which may affect the result of an experiment
- Design the experiment so that the effects of nuisance factors are minimised
- Use statistical analysis to separate out the effects of the various factors involved

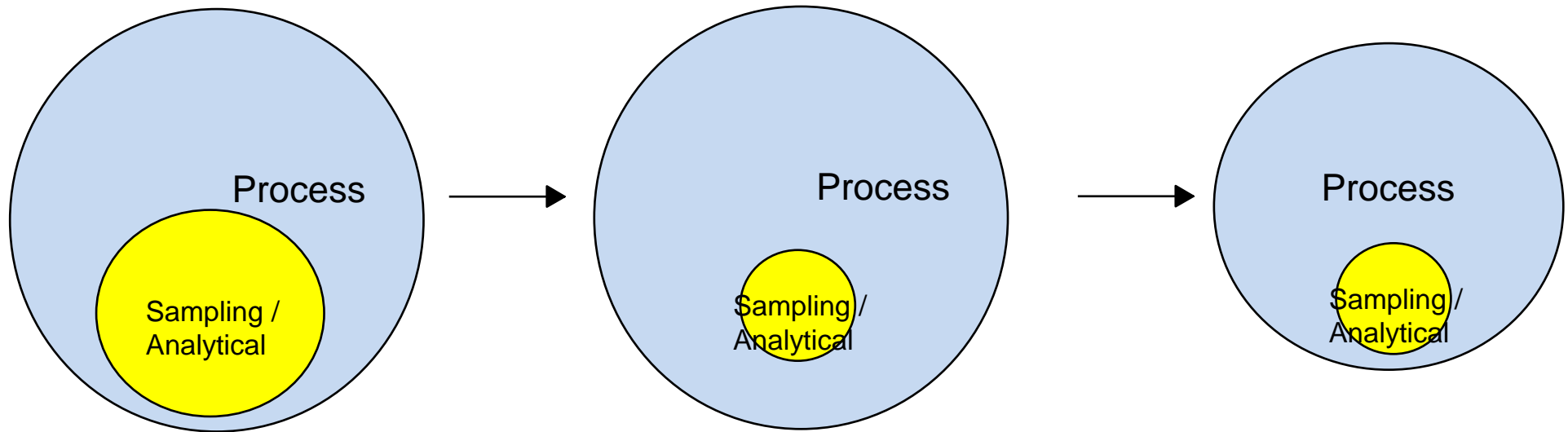


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# Components of Variability



Variance is proportional to area of circle with radius equal to standard deviation

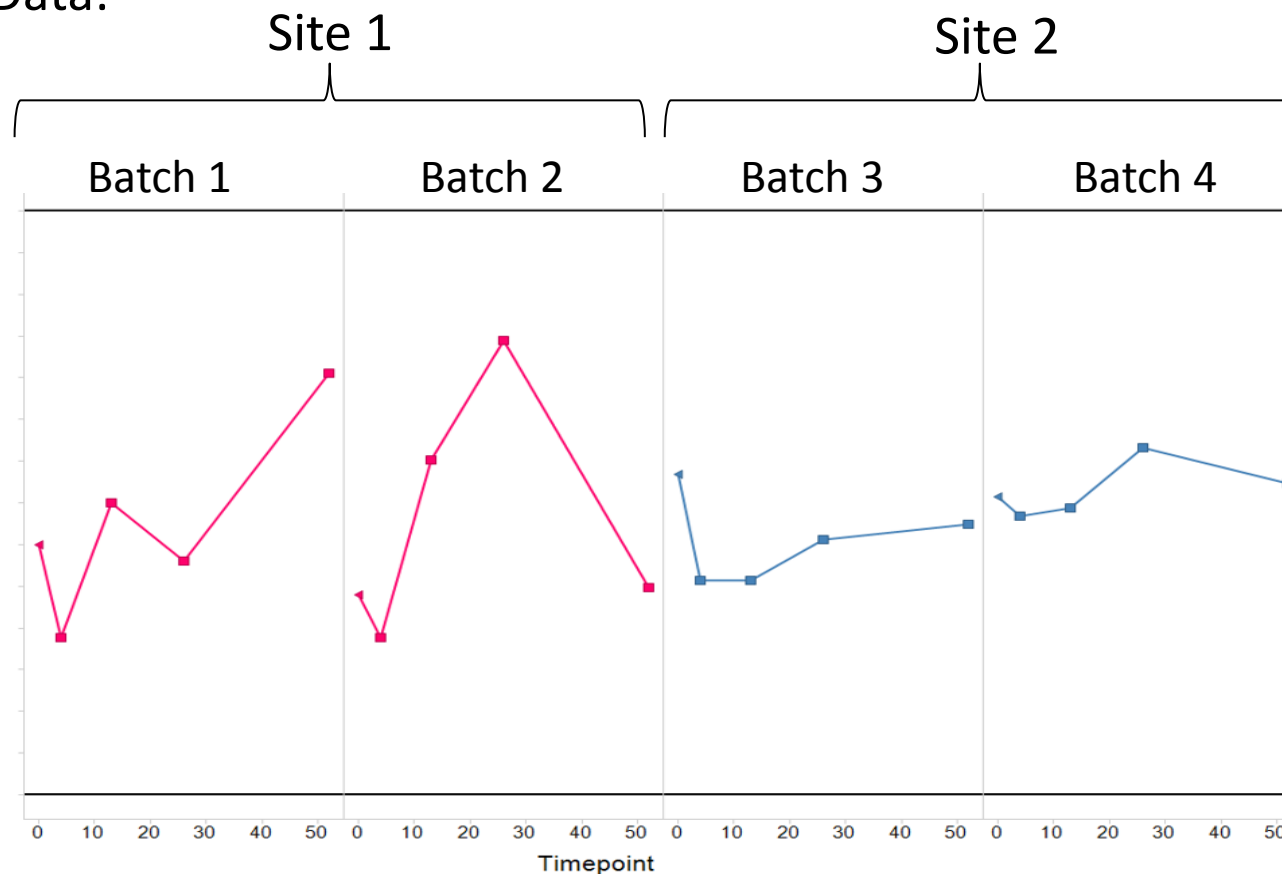
Total variance = analytical variation + sampling variation + process variation =  $A + S + P$

If analytical variation + sampling variation is high then this will obscure any change made to the manufacturing process.



# Contribution of Analytical Variability

Stability Data:



## General Comments / Learning:

- Manufacturing variability comprises different components
- High analytical variability can:
  - lead to misleading conclusions about product quality
  - mask desired improvement to processes.





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# Properties of Well-Designed Experiments

- Able to meet specific objectives
- Proposed approach pre-tested (pilot studies)
- As simple as possible
- Sample size justified (taking account of purpose of study and planned data analysis)
- In-built estimate of error (replication)
- Good use of randomisation and blocking
  - manufacturing / processing
  - analytical testing
- Hold back some resource for confirmation of conclusions



# Steps in Planning Experiments

- Step 1: Clearly define goals and objectives
- Step 2: Consider measurement of response factor(s)
  - Beware qualitative response (e.g. Pass/Fail)
  - Consider blinding particularly for subjective assessment
- Step 3: Consider all factors affecting the response
  - Raw materials, processing factors, measurement, nuisance factors
- Step 4: Identify the appropriate type of design
- Step 5: Detailed design and plan for analysis



# Questions...

