

The 2021 George and Lucy Malmberg Compounding Advocacy Champion is Ms. Marcy Bliss.

Marcy Bliss is not receiving that honor today simply for her zealous advocacy on behalf of pharmacy compounding. It's in particular her work fighting the FDA's Guidance for Industry on animal compounding — GFI 256 — that inspired the search committee.

When FDA released GFI 256 in December 2020, Marcy immediately recognized the dangers it posed for veterinary compounders, and more importantly, their patients.

If you know Marcy, you know she is one of the fiercest defenders of animals — and their rights to affordable medications. So before the virtual ink had dried on the GFI, Marcy — working with APC and other groups — was already getting into high gear to stop it.

And when I use the phrase “high gear,” I am not exaggerating. She immediately began a campaign to eliminate or at least delay the adoption of GFI 256. And what Marcy led in putting into action was a textbook blueprint of how to mount a lobbying campaign.

Marcy dedicated eight staff members to the project who reached out and united with more than 30 partners in the animal-health industry — including not only APC, but Wedgewood's competitors.

Together, they flooded FDA with comments, while contacting veterinarians, pet owners, and rescue groups not only to spread the word, but to gather data to use throughout the public affairs campaign.

Thanks to that effort, Marcy led in having published three major white papers demonstrating how GFI 256 would reduce availability and quality, while increasing the costs of compounded medication for animals. That was information Marcy and her team shared with APC and Congress, along more more than 91 thousand testimonials from veterinarians, pet owners, and rescue groups.

Working with APC and others, they targeted members of Congress carefully, supporting those committed to the cause, while working to inform and convince those not already swayed. As a result, 34 members of the House of Representatives endorsed a letter to FDA asking for withdrawal of the guidance.

What I have described is only the tip of the iceberg of the kind of advocacy work Marcy Bliss has led — while still, of course, doing her day-to-day business of leading Wedgewood's pharmacy

compounding operation. Marcy demonstrates time and again that rare combination of both practical and strategic thinking about an issue — and then puts it into motion.

That is exactly the kind of advocacy leadership this award is meant to honor.

And so, I am proud today to present the 2021 George and Lucy Malmberg Compounding Advocacy Champion Award to a remarkable advocate for our profession: Marcy Bliss of Media, Pennsylvania.