



# Unmet Needs Addressable With Innovative Drug Delivery Approaches

Case Study

# Unmet Needs Addressable With Innovative Drug Delivery Approaches

<b>Client</b>	A Mid-size Pharma Manufacturer
<b>Industry</b>	Pharmaceuticals
<b>Products</b>	Drug Delivery Approaches in Pain

## Context

- The Client wanted to gain deeper understanding of unaddressed unmet needs which could be addressed with innovative drug delivery approaches

## Key Business Questions

- How can a modern drug delivery system enable a new therapy option to deliver APIs to target site which is as of yet not possible?
- Which are the promising technologies or platforms that would potentially enable effective drug delivery?
- Where are knowledge hubs for such disruptive technologies?

## Engagement Scope

1

### Study Scope

- What are the unmet medical needs in existing drug delivery systems?
- What are the challenges/road blocks for existing drug delivery systems to cater patient needs?
- What are the potential APIs / diseases having need for an innovative drug delivery approach?
- How a modern drug delivery system could enable new therapy options to deliver APIs to target site that is not yet possible?
- Which are promising technologies that could get status of breakthrough technologies.

2

### Approach

- Identification of innovative/novel drug delivery approaches.
- Benchmarking of these technologies based on analogs of disruptive technologies.
- Their application focus preferably in pain and allied indications (pain, inflammation etc.) and potential API products involved.
- Identification of entities involved in development of novel drug delivery approaches.

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### Results & Insights

- List of interesting and potential drug delivery technologies which would address current unmet needs
- Knowledge landscape formed the base for the formulation development team to understand the key technologies that are being developed to mitigate pain in different therapeutic areas.
- Unmet needs in pain management were identified which could be addressed with innovative drug delivery approaches.
- Priority list of potential technologies that may turn up as game-changer or breakthrough technologies.

# Case study 2 (Layout)

## Research Methodology

### Secondary Research

- Clinical trial registries/databases, Clinical Research Networks (Pain), Other specific databases etc.
- Treatment Guidelines, Specialty/Medical Societies, Company websites, Regulatory & Reimbursement websites
- Technology journals, PubMed, Medical Journals, Industry Reports, Patents

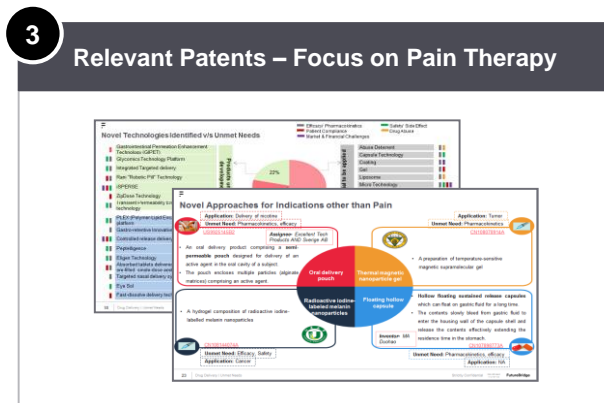
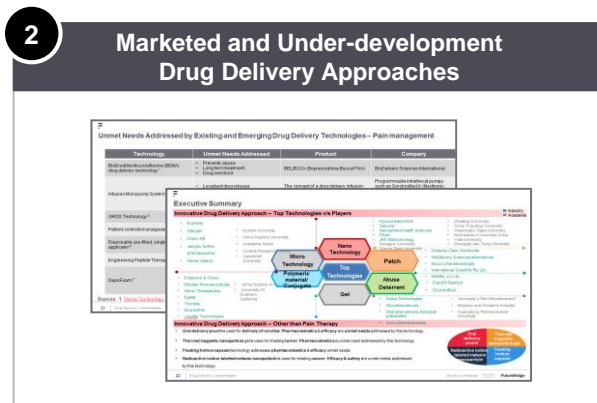
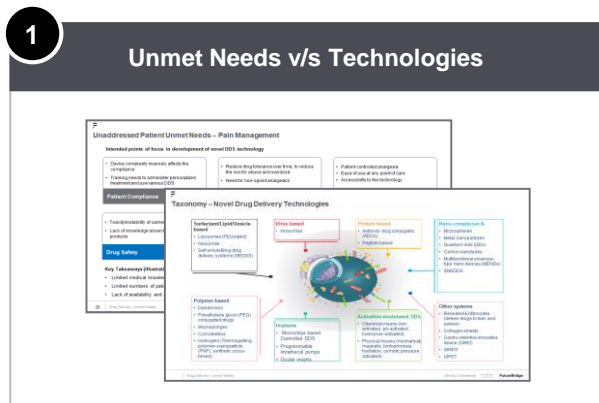
### Primary Research

- 15 detailed interviews and web survey of 70 primary research responders from stakeholders of various levels of value chain.

## Benefits to Client

- Study formed the base for the formulation development team to understand the key technologies that are being developed to mitigate pain in different therapeutic areas
- It helped client to identify technologies which can come to market and may address unmet needs in short-term to long-term.
- Systematic review approach helped the client to reassess existing unmet needs and their internal portfolio thus redirect innovation efforts towards high unmet need areas
- Study outcomes were effectively leveraged by the client to take informed Go/ No-Go decision on further development of certain innovative drug delivery approaches for pain management
- Research assisted client in identifying opportunities in market and drivers that would enable speed to market

## Sample Analysis



# Thank you

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