

Clinical Trial Design for Commercial Success

<https://marketpublishers.com/r/C9622034C5AEN.html>

Date: May 2015

Pages: 72

Price: US\$ 595.00 (Single User License)

ID: C9622034C5AEN

Abstracts

Clinical Trial Design for Commercial Success offers expert insights on how to best position drugs for success through strategic innovative design of clinical trials.

Clinical trials make up, on average, nearly 60 percent of the total development costs for a new drug, and marketplace success is by no means guaranteed. In this challenging environment, complacency in trial design and execution carries a heavy cost.

From launch to patent expiry, Clinical Trial Design for Commercial Success offers key insights on building clinical trials that give new drugs every advantage in the marketplace.

Top Benefits

Learn how strategic design of clinical trials can drive the commercial success of new therapies

Understand how to 'design-in' value creation so your clinical trial delivers data that influences payers and prescribers

Learn how to keep your clinical trials on track for commercial success from day one

Answers to Critical Questions

How can companies meet the need to deliver returns over the short- and long-term through the design and implementation of clinical trials?

Where and when does the process of designing clinical trials for commercial success start? Who are the key stakeholders that need be involved?

To what extent should commercial factors like pricing, branding, positioning and risk-benefit be factored into clinical development?

How do alternative trial designs and the generation of real-world data contribute to commercial success?

Experts Interviewed

Manolo Beelke, Senior Medical Director, Worldwide Clinical Trials

Cecil Nick, Vice President, Biotechnology, Parexel Consulting

Bob Swann, hHad of US P&MA, Heron Commercialization (Parexel)

Rick Sax, Senior Vice President, Clinical Design & Reporting Services, Quintiles

Dr Michael Kirchengast, Senior Vice President, Scientific Affairs, PRA Health Sciences

Leo James, Associate Director, Medical Affairs - Clinical Trials, Astellas Pharma

Dr Domenico Merante, Senior Director Clinical Development, Daiichi Sankyo, UK

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