

ASTELLAS, ZERIA - Acofide: Superior Enough To Create a Niche and Stand Differentiated Amongst the Generic Functional Dyspepsia Market

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Abstracts

Astellas/Zeria in March received approval of Acofide (Acotiamide, Acetylcholine esterase inhibitor, PhIII EU/PhII US) for treatment of Functional dyspepsia (FD) diagnosed by ROME III criteria in Japan. As the market of FD is genericized and FD is not recognized formally by the Japan Medical Insurance system, to the eye it would appear that Acofide's JP potential would not be much. However, the high prevalence of patients who are non-responders/not controlled with current genericized options (gastroprokinetic agents like mosapride or PPIs), and unavailability of clear treatment options for FD, creates a market for Acofide. Acofide's differentiated mechanism of action, superior efficacy and clean safety helps it fill the niche in the FD market. This will make Acofide a treatment of choice in FD patients who suffer from upper GI motility and satiety issues.

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