

# Asthma & COPD Therapeutics

## Evolving Treatments, Emerging Opportunities

March 2008



**Greystone**  
associates

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### Market Participant Profiles

Greystone Associates is pleased to announce the publication of a new market report. **Asthma and COPD Therapeutics: Evolving Treatments, Emerging Opportunities** is a comprehensive evaluation and analysis of the technology, products and participants providing the driving force behind this growing segment of the respiratory therapeutics sector.

Published in March (2008), the report has been designed and developed to provide pharmaceutical company decision makers, drug developers and formulators, drug device designers, and industry strategists with a detailed understanding of the expanding impact of upper respiratory therapeutics and diagnostics on pharmaceutical strategies and healthcare treatment protocols. Provider organization business managers, healthcare administrators and investors will also benefit from this publication.

### Evolving Upper Respiratory Healthcare Solutions

A significant opportunity exists to improve and expand current treatment of respiratory diseases. The inhaled respiratory market represents one of the largest categories of drug spending, with continuing growth due to increasing incidence and diagnosis of asthma and chronic obstructive pulmonary disease. Interest is growing among practitioners and their patients for inhalers that are capable of delivering two drugs that can act in concert to mitigate the effects of upper respiratory disease better than a single drug. These combination products pair drugs with different indications to maximize patient relief.

This report provides detailed information and analysis on private companies that are developing new drugs and medical devices to address unmet needs in the upper respiratory disease sector.

## Feature Summary

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This report provides detailed information and data on the critical factors and issues that are driving the development of emerging therapeutics for upper respiratory conditions

- Upper Respiratory Disease Demographics & Growth Factors
- Existing Therapeutic Assessment
- Emerging Pipeline Candidate Analysis
- Near-term Therapeutic Sector Impact
- Drug Product Strategic Factors
- Upper Respiratory Disease Sector Outlook
- Market Factors and Treatment Issues
- Combination Drug-Device Strategies

## Report Format and Availability

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This report is available in hard copy or electronic format. A site license for a single physical location and a global license are also available. Publication is scheduled for March 2008, with availability on or before March 30<sup>th</sup>.

## About Greystone Associates

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Greystone Associates is a medical technology consulting firm focused on the areas of medical market strategy, product commercialization, venture development, and market research. We assist medical and healthcare market participants in achieving their business objectives through the creation of detailed development strategies, product commercialization programs, and comprehensive market and technology research and analysis.

Our market research publications are designed, researched and written to provide timely and insightful information and data on focused market segments, with the aim of providing market participants with the essential knowledge to refine and execute their marketing plans and financial targets.

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## Asthma and COPD Therapeutics – Evolving Treatments, Emerging Opportunities

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