

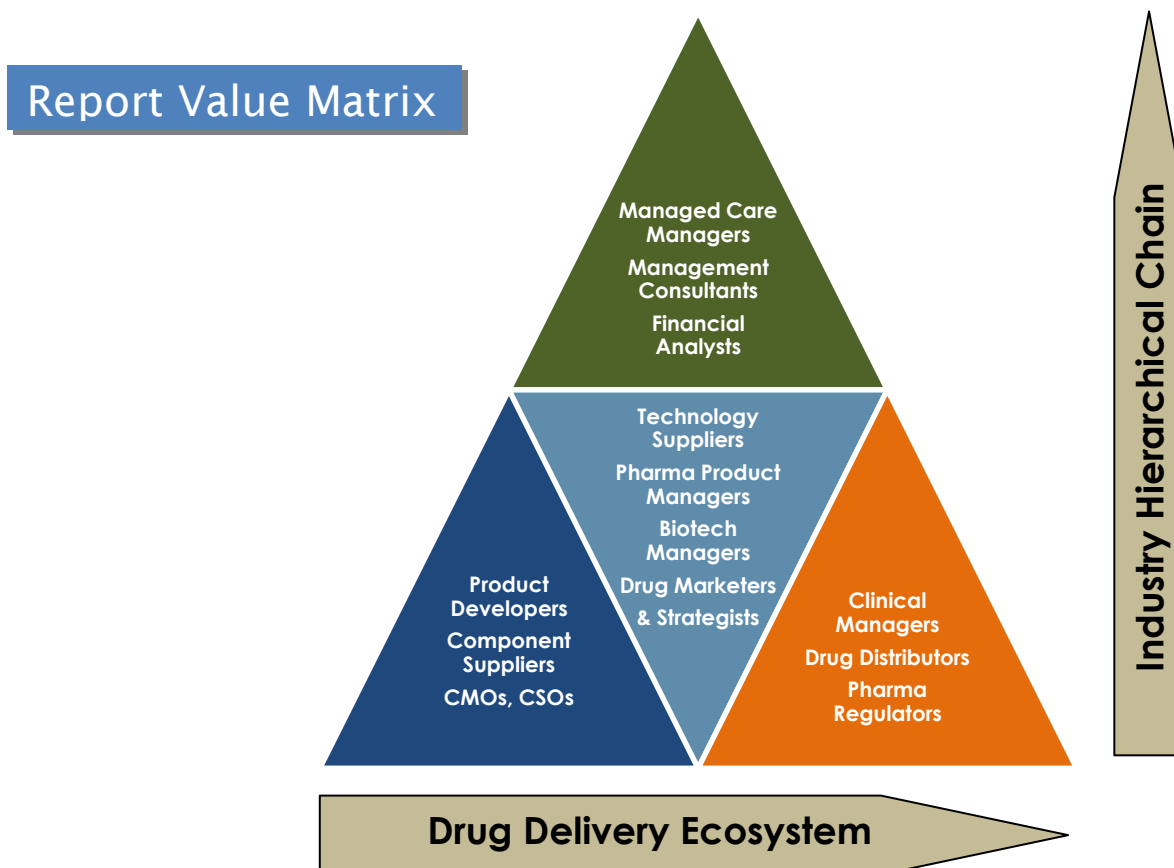


Greystone Associates is pleased to announce the publication of a new market study. **Controlled Release Drug Delivery Systems: Technology, Therapeutics, Demand Factors and Prospects** is a comprehensive evaluation and analysis of the technology, products and participants providing the driving force behind this evolving segment of the drug delivery sector.

The study is designed to provide drug company decision makers, drug delivery developers, device designers, healthcare marketers, and supply chain participants with a detailed understanding of the economics, technologies, disease segments, and commercial opportunities for proprietary platforms capable of controlling the rate of drug delivery in vivo. Provider organization business managers, healthcare administrators and investors will also benefit from this study.

## Improving the Safety and Patient-Friendliness of Oral Drugs

As the pharmaceutical industry attempts to improve productivity and lower the business risks associated with new drug candidates, drug developers are increasingly turning to a generation of new, often proprietary, formulation and delivery technologies. These technologies can modulate release profiles to achieve dosage forms that enhance patient outcomes, compliance and safety. Controlled-release oral dosage forms can often yield a decrease in the dosing frequency and a reduction in peak plasma concentrations. Growth in controlled release formulations is driven in part by the dramatic increase in generic drugs and generic drug companies. These off-patent APIs often suffer from sub-optimal pharmacokinetics and unpleasant side effects, issues which can be typically be addressed by controlled release platforms. As generic drug suppliers search for ways to increase the marketability and positioning of their products, the number of controlled release technology formulations entering the marketplace will accelerate.



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## Feature Summary

- Analyzes and evaluates branded and proprietary controlled release processes and technologies for oral therapeutic drugs
- Examines controlled release technology issues and evolving market factors
- Provides detailed analysis and status of controlled release technology platforms
- Assesses the impact of controlled release technology on drug development and marketing activities
- Forecasts the market for controlled release platforms through 2013
- Profiles controlled release technology market participants, their research activity, proprietary technology, and business strategies
- Evaluates the impact of economic, technology, and regulatory factors on drug formulation strategies and therapies

## Report Format and Availability

This report is available electronic format. A site license for a single physical location and an Enterprise license are also available.

## Methodology

Research methodology is based on primary research in the form of in-depth interviews with key market participants, technology developers, distributors, industry experts, and market influencers, a list that includes regulatory officials, industry trade groups, and materials standards organizations.

Primary data is evaluated and normalized against secondary sources including trade journal articles, technical literature, industry publications, company data sheets and published information, and statistical data from government agencies and trade associations.

Forecasts and projections of market demand and future market activity are derived using standard modeling and statistical techniques.

## About Greystone Associates

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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### Controlled Release Drug Delivery Systems: Technology, Therapeutics, Demand Factors and Prospects

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