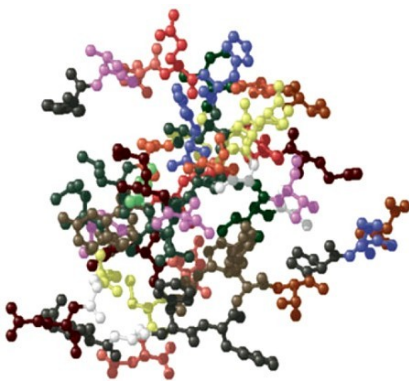


# Delivering Insulin

## The Current Market and the Next Generation



# Delivering Insulin: The Current Market and the Next Generation

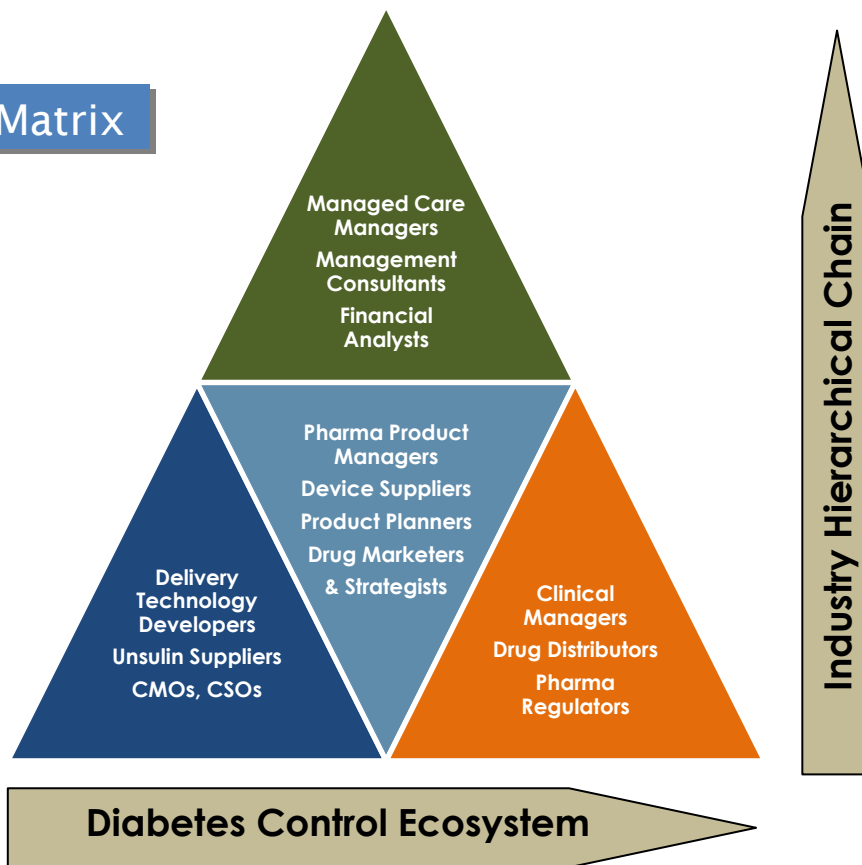
Greystone Associates is pleased to announce the publication of a new market study. **Delivering Insulin: the Current Market and the Next Generation** is a comprehensive evaluation and analysis of the technology, products and participants providing the driving force behind this evolving segment of the 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 technologies, players, and commercial opportunities for insulin delivery. Provider organization business managers, healthcare administrators and investors will also benefit from this study.

## Evolving Technology and the Delivery of Insulin

In spite of – and perhaps because of - the collapse of the inhaled insulin market in 2008, programs focused on alternative insulin delivery technologies continue to move forward. All of these numerous development-stage programs share the common goal of reaping commercial success by creating patient-friendly insulin delivery methods that address the preference and compliance issues associated with traditional injection methods. The market for insulin will grow significantly as the rate of increase in the number of patients diagnosed with both Type I and Type II diabetes grows worldwide. Over the next six years, injection and other parenteral insulin delivery products will have to compete with emerging insulin delivery methods – methods that will include pulmonary, intranasal, transdermal and oral insulin delivery. Each of these alternative delivery methods will be competing to take market share away from traditional insulin delivery methods, which will come under escalating pressure as new delivery systems are approved and commercialized.

### Report Value Matrix



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## Feature Summary

- Provides detailed analysis of insulin delivery market segments, market dynamics and market demographics
- Analyzes therapeutic demand drivers and evaluates commercial insulin delivery products
- Analyzes technologies and market factors and product development issues
- Assesses more than a dozen significant development-stage insulin delivery product candidates, their status and commercial prospects
- Charts product data, market share, and forecasts to 2013
- Profiles insulin product and device participants, their product development activities, business strategies, and corporate alliances and affiliations
- Assesses the importance of pharma-device alliances and design partnerships on insulin products
- Evaluates the impact of economic, technology, and regulatory factors

## 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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