

Delivering Drugs by Inhalation

Emerging Therapeutic Opportunities

May 2008



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New materials and advanced design concepts are increasing the ability of inhalation to satisfy a growing number of drug delivery protocols

Much of the interest in pulmonary delivery of systemic drug therapies is focused on chronic diseases and refractory conditions

Several of the emerging drug products covered in this report will have a significant impact in the therapeutic markets they target, improving patient compliance and effectively changing the way important illnesses and conditions are treated

To fully participate in this sector's growth, inhaled drug developers and their device suppliers, must understand the concerns, preferences, and limitations of consumers to self-medicate via inhalation

Greystone Associates is pleased to announce the publication of a new market study. **Delivering Drugs by Inhalation: Emerging Therapeutic Opportunities** is a comprehensive analysis of the technology, therapeutics and participants behind this growing segment of the healthcare sector.

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

User-Friendly Administration for a Growing List of Indications

Advances in drug formulation and inhalation device design are creating new opportunities for inhaled drug delivery as an alternative to oral and parenteral delivery methods. Much of the interest in pulmonary delivery of systemic drug therapies is focused on chronic diseases and refractory conditions – ailments that require frequent drug administration for a protracted period of time.

The role of device design and development in defining and driving emerging opportunities in this sector cannot be overstated. Nebulizers, metered dose inhalers (MDIs), and dry powder inhalers (DPIs) have each found a niche in the quest for optimal treatment and convenient use. While nebulizers have evolved relatively independently of the drug formulations they deliver, the current generation of MDIs and DPIs have been developed or tailored for the specific pharmaceutical being delivered, resulting in improved performance.

Several of the emerging drug products covered in this report will have a significant impact in the therapeutic markets they target, improving patient compliance and effectively changing the way important illnesses and conditions are treated. For inhaled drug developers and their device suppliers, understanding the concerns, preferences, and limitations of consumers to self-medicate via inhalation will be the driving force for future-generation inhaler designs and spell the difference between successful ventures in this market and entities that will fail to prosper in spite of highly favorable market dynamics.

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The study presents qualitative and quantitative data and information on key market measures and benchmarks:

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- Industry Structure & Competitive Landscape
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Forecasts and Projections cover the Period 2008-2011

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

Feature Summary

- Analyzes and evaluates inhaled drugs currently in development and assesses the market potential for existing and probable future products
- Examines inhalation product technology issues and evolving market factors
- Provides detailed assessments of targeted disease segments, forecast growth and market potential, and therapeutic options
- Forecasts the impact of new and emerging inhaled drug therapeutics on healthcare markets and prescribing decisions
- Profiles Inhaled drug product market participants, their technology, product development activity, and business strategies
- Evaluates the impact of economic, technology, and regulatory factors on inhaled drug companies and their alliance partners

Report Format and Availability

This report is available in electronic format. A site license for a single physical location and a global license are also available. Publication is scheduled for May 2008, with availability on or before May 8th.

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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