

Iontophoresis

Devices, Drugs and Delivery Strategies

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Greystone
associates

Greystone Associates

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New materials and advanced design concepts are increasing the ability of active transdermal systems effectively deliver a growing number of therapeutic compounds

Population demographics and efforts by managed care providers to control healthcare costs are driving the growth in drug self-administration, particularly for chronic conditions

Iontophoresis devices with ease-of-use features have the potential to address the needs of an aging population for user-friendly delivery methods

Iontophoresis systems will be well-positioned to address a significant segment of the large – molecule biological drugs expected to emerge from the convergence of automated discovery and genome mapping

Greystone Associates is pleased to announce the publication of a new market study. **Iontophoresis: Devices, Drugs and Delivery Strategies** is a comprehensive analysis of the therapies, participants and combination products in this evolving segment of the healthcare industry.

Published in August (2006), 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 role and influence of iontophoresis devices on drug delivery strategies, the administration of disease therapy and prevention and the economics of healthcare delivery. Provider organization business managers, healthcare administrators and investors will also benefit from this publication.

Active Transport and Expanding Therapeutic Opportunities

Growth of transdermal delivery has been restricted by the need to limit candidate drugs to molecules small enough to passively migrate through the stratum corneum, a limitation that excludes passive transdermal patches as a viable option for the growing number of protein and peptide therapeutic compounds that will represent an increasing share of future NCEs. To expand the limits of transdermal drug delivery, developers are employing energy sources such as ultrasound, heat and electrical current to affect active transport through the skin. These techniques can increase the upper molecular size limit dramatically, opening up a host of opportunities for transdermal delivery.

Iontophoresis products are positioned to make a significant impact in selected therapeutic areas. This report includes analysis of iontophoretic transdermal technologies, market and regulatory factors, product evaluations, and profiles of leading sector participants.

Executive Summary

Market Dynamics

The Trend toward Self-Care
Shifting Demographics
Demand Drivers
Competitive Landscape
Risk Factors

Iontophoresis Device Design Factors

Human Engineering/Ease of Use
Device Adhesion
Dosing and Rate Factors
Electrode Design
Power Requirements & Battery Technology
Prefilled Disposable Device Designs

Key Therapeutic Application Segment Analysis

Anesthesia
Dermatology
Neurology
Pain Management
Therapeutic Proteins and Peptides
Women's Health
DNA/Gene Transfection

Product Assessments and Forecasts

Detailed Assessments of ten commercial Iontophoresis Products

Market Factors

FDA/CDRH Requirements
Combination Product Regulatory Issues
Patient Compliance Factors
Healthcare Economics
Rx-to-OTC Switching
Alliances and Partnerships
Contract Design and Manufacturing

Company Profiles

Detailed Profiles of 11 Market Participants in 5 Countries

Market Data

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

- Iontophoresis Device Design Factors
- Assessments of Approved and Development-stage Devices
- Therapeutic Segment Market Analysis
- Iontophoresis Product Pipeline Analysis
- Business Strategies

- Competitive Landscape
- Detailed Participant Profiles
- Alliance Activity
- Market Dynamics and Sensitivities
- Proprietary Technology
- Economic Factors
- Technology Risk Factors
- Regulatory Risk Factors

Forecasts and projections cover the period from 2006 to 2009.

Methodology

Research methodology is based on primary research in the form of in-depth interviews with key market participants, technology developers, supply chain participants, industry experts, and market influencers, a list that includes regulatory officials, industry trade groups, and 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 iontophoresis devices for drug delivery and assesses the market potential for existing and probable future products
- Analyzes device designs, technologies and market development issues
- Provides detailed descriptions of transdermal delivery and diagnostic market segments, market demographics, and business strategies
- Charts product sales data, market share, and forecasts to 2009
- Profiles sector participants, their product development activities, business strategies, and corporate alliances and affiliations
- Assesses the importance of pharma-device alliances and design partnerships on iontophoresis drug delivery products
- Evaluates the impact of economic, technology, and regulatory factors on transdermal device markets

Report Format and Availability

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 the second half of August, with availability to subscribers on or before August 30th.

About Greystone Associates

Greystone Associates is a medical technology consulting firm focused on medical market strategies, product commercialization, venture development, and market research. We assist medical market participants in achieving their business objectives through the creation of detailed business 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 necessary to refine and execute their marketing plans and achieve their financial targets.

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