

# Iontophoresis

## Devices, Drugs and Therapeutic Prospects



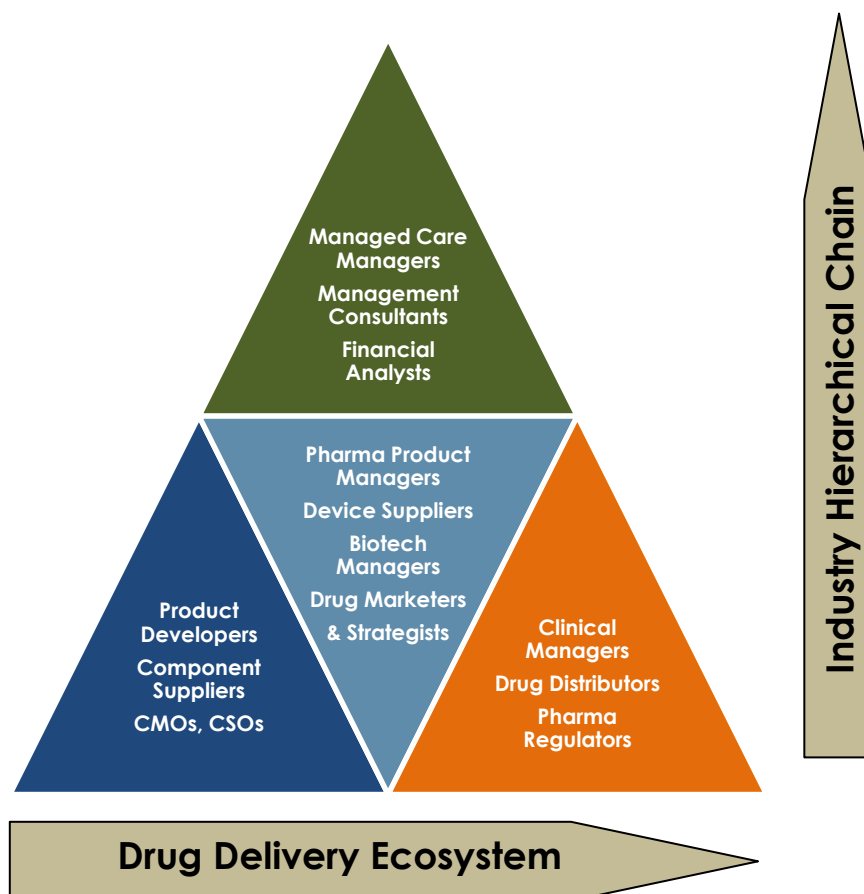
# Iontophoresis: Devices, Drugs and Therapeutic Prospects

Greystone Associates is pleased to announce the publication of a new market study. **Iontophoresis: Devices, Drugs and Therapeutic 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 iontophoresis drug therapeutics. Provider organization business managers, healthcare administrators and investors will also benefit from this study.

## Improving Technology Targeting Attractive Specialty Segments

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



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## Feature Summary

- Analyzes and evaluates iontophoresis devices for drug delivery and assesses the market potential for existing and probable future products
- Analyzes iontophoresis device designs, technologies and market development issues
- Provides detailed descriptions of transdermal delivery and diagnostic market segments, market demographics, and business strategies
- Charts data, market share, and forecasts to 2013
- 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 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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