

2nd International conference on Pharmaceutical Chemistry & Drug Discovery

Pharma Chem Congress 2019



London, Oct 27, 2018 ([IssueWire.com](http://www.IssueWire.com)) - Pharma companies must prepare their policies to continually promote a product well beyond the patent expiration to help ensure market share and sustain revenue.

When drugs reach their patent terminations, generic producers typically enter the market with products mostly far low-priced than the original. This is the so-called “patent Precipice”. This places Pharma companies in a difficult position due to huge expenses on R&D, possibly permanent costs and the potential to lose up to 90 per cent of their sales. However, companies can adopt methods to maximise the time to commercialise a drug within the patent protection period and perform lifecycle management strategies that enable business sustainability for a drug well beyond its patent cliff. The need to obtain a significant return on investment within the patent safety period. The Food and Drug Administration (FDA) normally grants a patent for 20 years. While this may seem like a long period in which to gain a significant return on investment (ROI), it is important to remember that it can take from 8 to 12 years to gain FDA approval. One example of this lengthy process is that, according to US Federal Law, an appropriate marketing application must be obtained before a drug can even be trialled or circulated across state lines. This means that clinical trials in other states, exclusively orphan drugs for rare diseases where it is hard to find sufficient participants, require an exemption. For the launch process to be successful, managing for market access needs to begin when a Pharma company plans its first set of trials. Plotting a winning trajectory in the first year of the launch can be achieved through planning from the initial stages through to market launch. Payer power has grown in recent years, and a robust end-to-end strategy is all the more significant for smaller companies with limited portfolios and slimmer margins. Large companies, with a diverse portfolio of products, can accept smaller returns and are better equipped to weather the paper storm in negotiations with payers. Early on, Pharma companies must prepare their policies to continually promote a product well beyond the patent expiration to help ensure market share and sustain revenue.

(*Excerpt taken from a conversation with David B. Sudzus, pharma-iq)

Global Market Analysis:

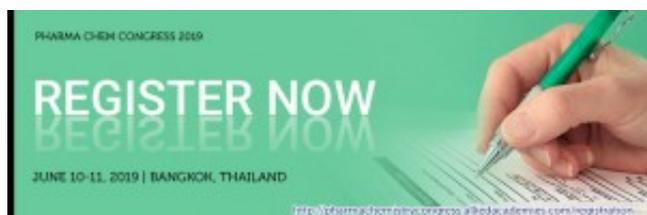
Over the last decade, the industry's productivity has been decreasing with rising R&D costs and time is taken to reach a market. Medicinal chemistry is defined as a focused science that is developed to cover a wide-ranging of fields related to identification, synthesis and drug development for therapeutic applications. This science has evolved from medical chemists focusing on drug target or pathway in mind and league of elaborative chemistry-driven processes to a modern generation of high-throughput screening (HTS) libraries that are formed by combinatorial chemistry based on limited structural distinctions across large drug like scaffolds.

Summary

Pharmaceutical Chemistry 2019 extended its warm welcome the theme of: "Transformative Experience on Pharmaceutical Chemistry and Drug Delivery Pharma Chem Congress-2019". It is a platform for Pharmaceutical and Chemistry experts and scientific professionals to explore the research challenges & current trends and advanced strategies in the field of Pharma and Chemistry research areas. Pharmaceutical Chemistry 2019 is a specially designed group conference and would lay a platform for the interaction between specialists, directors, professors, faculties, experts and research fellows around the world reputed research institutes, universities and companies, agencies, association & societies. Pharmaceutical Chemistry focuses on accelerating the scientific discoveries in the arena of Pharma and Chemistry to interchange information on their up-to-date research progress. We are delighted to have your presence at "2nd International Conference on Pharmaceutical Chemistry & Drug Discovery" Scheduled to be held during 10-11 June 2019. Bangkok, Thailand. The Pharmaceutical Chemistry & Drug Discovery is gearing up for an exciting and informative event procuring plenary lectures, Workshops on a variety of topics, Poster presentations and various sessions for participants from all over the world.

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