

DDA Platform Offers A Wide Range of *in Vitro* and *in Vivo* Assays to Cover Early Stage Drug Discovery

New York City, New York Sep 2, 2022 ([Issuewire.com](https://www.issuewire.com)) - DDA platform, the mature division of Creative Bioarray, is dedicated to offering integrated solutions to the pharmaceutical industry. The professional team combines knowledge and experience with cutting-edge technology to help clients accelerate their products from lab to market. As a leading provider of integrated discovery biology services, the offerings of Creative Bioarray include biochemistry, cell-based assays, toxicology, microbiology, and *in vitro* pharmacology. Recently, Creative Bioarray announced the release of its wide range of *in vitro* and *in vivo* assays to cover the research in early drug discovery.

Creative Bioarray offers a full suite of [DMPK](#) studies, including *in vitro* ADME and *in vivo* pharmacokinetic (PK) studies, spanning the drug discovery and early drug development stages, with capabilities including the development of best-in-class custom assays and the implementation of a range of client-specified protocols.

Creative Bioarray's DMPK team has the ability to provide accurate data and in-depth analysis of drug absorption, distribution, metabolism, and excretion (ADME) properties to help clients screen compounds with a high chance of success in early-stage drug development. Creative Bioarray helps reduce compound failures, identify compounds with the best safety profile, and minimize drug-drug interactions (DDIs) in late stages.

Creative Bioarray has state-of-the-art instrumentation and extensive experience in PK model development with comprehensive *in vivo* techniques (surgery, animal care). Creative Bioarray offers *in vivo* PK/PD services by utilizing extensive expertise and models to support drug discovery and preclinical development for small molecules, peptides, nucleosides/nucleotides, and biologics.

Creative Bioarray provides comprehensive *in vitro* ADME services to drug discovery organizations. Many *in vitro* ADME assays are available in multiple formats to accommodate different stages of the drug discovery pipeline, providing a flexible approach to ADME services. A well-trained and experienced scientific team provides clients with extensive and in-depth expertise in appropriate study design, study execution, and data interpretation. Creative Bioarray also provides broad drug metabolism and pharmacokinetic capabilities for new chemical entities and compounds under development.

Creative Bioarray develops and executes fast, sensitive, and robust bioanalytical methods for the extraction and quantification of drugs and metabolites in biological fluids and tissues to support preclinical research. Creative Bioarray has the capability to develop a variety of cell-based assays for membrane integrity and ATP measurement, DNA replication, proliferation markers, and antigen recognition.

"We offer a broad range of computer-validated, *in vitro* and *in vivo* DMPK services for drug discovery, backed by a comprehensive portfolio of analytical techniques," said Hannah Cole, the marketing director of Creative Bioarray, she also added, "We can design flexible DMPK screening cascades to support medicinal chemistry programs, including custom method development."

About Creative Bioarray

Creative Bioarray is dedicated to offering customers innovative biotechnology products and services for

research use to greatly enhance and drive innovation and standards in science. As a well-recognized industry leader with more than 10 years of experience and in-house expert support, Creative Bioarray has already countenanced research all around the world.

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