

# DDA Platform Accelerates Drug Discovery Process with Wide Range of Assays and Services

Creative Bioarray announced the release of its wide range of assays and services which can be applied to accelerate drug discovery process.

**New York City, New York Jan 21, 2023 ([Issuewire.com](https://www.issuewire.com))** - DDA platform, the division of Creative Bioarray, is an innovative biotechnology company whose mission is developing unique technologies that provide global scientists with high-quality products and satisfactory services. With cutting-edge technologies and platforms, Creative Bioarray offers unique and specialized support that bridges the entire drug discovery process. Recently, Creative Bioarray announced the release of its wide range of assays and services which can be applied to accelerate the [drug discovery process](#).

In vitro assays can better predict the transition to in vivo studies. Creative Bioarray's *in vitro* screening services provide customized *in vitro* assays from target discovery to expression to provide insight into *in vivo* translation and ultimately clinical translation. Experts in cell biology have created a highly reproducible archived cell bank containing more than 200 cancer cell lines. For each cell line, Creative Bioarray validates animal xenograft models for later *in vivo* pharmacology studies, significantly reducing the time required to go from cell-based assays to *in vivo* pharmacology.

DMPK studies and Absorption, Distribution, Metabolism, Excretion, and Toxicity Analysis (ADMET) are the basis for optimizing compounds so that bioavailability, drug-drug interactions (DDI), and associated risks can be assessed. Creative Bioarray's DMPK division offers high-quality services and a wide range of standard in vitro and in vivo assays, covering the early discovery stage as well as more advanced compound analysis. With its expertise in this field, Creative Bioarray is the perfect partner for the design and development of tailor-made *in vitro* or *in vivo* studies.

At Creative Bioarray, *in vivo* toxicology services range from acute (single dose) to chronic (multiple doses) dosing regimens, with multiple routes of exposure (e.g., oral, intravenous, intraperitoneal, intramuscular, topical, etc.) available for a variety of species such as rodents, rabbits, and guinea pigs. A comprehensive toxicology assessment can be obtained through internal resources or through strategic partnerships with external suppliers. These evaluations included hematology, urinalysis, clinical chemistry, histopathology, bioanalysis, and toxicokinetics.

Creative Bioarray focuses on predictive, 3D tissue and cell-based *in vitro* toxicity assays using primary cells from many different tissues and organs. Its experienced scientists will work closely with researchers as Creative Bioarray can monitor the subsequent biochemical and phenotypic response to the drug to identify cells that represent toxic outcomes.

"Our platform provides integrated drug discovery services to pharma, biotechnology companies, and academic institutions around the world." said Hannah Cole, the marketing director of Creative Bioarray, she also added, "We use the best screening equipment and cell models, as well as the latest innovations in drug discovery to deliver customized solutions to our clients."

## 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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