

Drug delivery technology a key for drug prescription: Frost and Sullivan

12 July 2013 | Analysis | By BioSpectrum Bureau



Singapore: A recent survey by Frost and Sullivan of more than 220 physicians and 650 patients in US on drug delivery technology highlights that physicians select drug delivery methods that drive consistent patient compliance and effective outcomes. Among the 15 drug delivery systems surveyed by Frost & Sullivan, physicians prefer topical delivery, either as a transdermal patch or topical gel/cream, and expressed willingness to switch their current mode of therapy to one available in these forms.

The survey highlighted that the drivers of satisfaction and selection are not always the same across diseases and methods. For example, the several novel oral therapies for multiple sclerosis recently introduced offer significant advantages over the standard of care injectable therapies. However, more than 55 percent of physicians treating multiple sclerosis are likely to switch from the currently prescribed branded drug if the drug were available in a transdermal patch form, while 54 percent of the physicians treating migraines would prefer to switch to a drug using nasal administration.

The route of administration and drug delivery technology has a huge bearing on the adoption of, and compliance with, new as well as existing drugs. Among the surveyed physicians, only a quarter were considered early adopters of new drug delivery forms. Accordingly, manufacturers must listen to actual selection criteria and level of satisfaction data collected from end-users to find commercial success among medical practitioners.

According to the survey, 58 percent of multiple sclerosis patients willing to use a transdermal patch, and 50 percent of migraine patients willing to use a nasally administered drug. Further, 57 percent of physicians treating type 2 diabetes are most willing to switch from oral or injectable drugs to a topical treatment.

"All things considered, physicians usually lean toward the treatment they feel will be most acceptable to their patients in order to ensure good compliance," said Frost & Sullivan Vice President of Global Research Ms. Monali Patel Shastry. These indicators are highly relevant in the current market scenario, wherein medication adherence is a growing concern, with momentous medical and economic consequences.

"When selecting the optimal drug delivery method, reimbursement incentives for improving adherence and impact on formulary decisions are proven to be important factors," noted Frost & Sullivan Life Sciences Senior Industry Analyst Deborah Toscano. "Drug development pipelines are full of innovative drugs and biologics, and differentiation is increasingly important in this crowded market to gain and maintain market share."