

# The potential of PLM

Analysis of the market environment into which a new drug is to be launched is essential if product lifecycle management is to be successful. If the drug is a sophisticated medication in a non-highly-contested market, i.e. one without similar products, it makes sense to launch the product quickly. In this case, a simple means of administering the drug, such as a vial, is worth considering as this allows to reduce time to market.

However, if the market for the drug is a hotly contested one involving many similar products, companies should opt for a sophisticated means of administration to set themselves apart from the competition. An end-user-friendly system for instance a pre-filled syringe/ cartridge / pen system can represent a unique selling proposition in terms of enhancing product attractiveness and its chances of success.

Once a drug has been launched successfully, the following PLM activities can be wielded to open up wider sales opportunities:

- Licensing the drug for use in other countries
- Obtaining licensing for additional indications (in the case of drugs with active ingredients suitable for the treatment of various illnesses)
- Reformulating the active ingredients, for example from lyophilized to liquid form, to increase dosage and reduce injection frequency, thus making the drug more attractive
- Changing to other administration means, such as a pre-filled syringe or cartridge, to enhance user convenience

In the past, injectable drugs for rheumatoid arthritis, multiple sclerosis, anemia, infertility, cancer and thrombosis have benefited from successful PLM strategies. All the above options can be combined, depending on the market and the manufacturer's situation.

