

PRESS RELEASE

Sagentia highlights the importance of device usability as Chair of drug delivery development conference

London, 21 March 2012 – [Sagentia](#), a global innovation, technology and product development company, has been invited to Chair the Management Forum's Injectable Drug Delivery conference, 21-22 March in London. Sagentia's participation at the event will include a presentation on the importance of usability and human factors in drug delivery device development. Sagentia has seen increased interest from customers looking to capitalise on the industry's demand for patient-centred and outcomes-focused approach to healthcare.

Sagentia's Head of Innovation & Technology Management Dr Gregory Berman is Chairing the event providing overall commentary on the trends and developments that are highlighted. Lucy Sheldon, Sagentia's Usability Specialist, will then expand on how pharmaceutical and medical device companies can achieve seamless integration of usability into the product development process and why this is more important than ever. Sagentia sees usability playing an essential part in device development programmes, particularly in achieving more successful outcomes including reduced product risk, improved regulatory compliance, increased commercial and competitive advantage, reduced project cost, and better response to changing market drivers.

One such driver is drugs coming off patent. Lipitor's patent expired in late 2011, ending the exclusivity for the biggest selling drug in history. In 2012 patents will expire on drugs worth around \$25 billion, most of these are small molecule drugs, leaving biopharmaceuticals as the world's largest drug franchises for the first time. There is a pressing need to make injections more patient-centric and outcomes-focused to drive accessibility and adherence to biologic drugs and their associated medication regimes. Regulatory authorities have recognised the changing market landscape and are placing increasing emphasis on usability.

Sagentia's Head of Medical Mick Withers comments: "The drug delivery market is an active area for us at Sagentia and particularly for developments requiring usability and human factors. Increasingly complex regulatory frameworks, ageing populations and the rising healthcare cost burdens associated with non-communicable diseases are all driving the need for improved clinical outcomes across healthcare systems globally. Usability and patient centricity can drive not just device development but also service and business model innovation."

Sagentia's focus on this topic is based on 25 years of work on medical device projects that span from market needs identification and technology scouting through to technology innovation, product development and transfer to manufacture. The company is also ISO 13485:2012 accredited.

The full event agenda can be found [here](#).

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Notes to Editors

About Sagentia

Sagentia is a global innovation, technology and product development company. We provide outsourced R&D consultancy services to start ups through to global market leaders in the medical, industrial and consumer sectors. With global headquarters in Cambridge, UK, and US headquarters in Cambridge, Massachusetts, Sagentia works with clients from front end market needs analysis through to transfer to manufacture. We deliver innovation around new technologies and new generation products and services that provide commercial value and market advantage. The company also

assists business leaders to create strategies for technology, innovation and growth. Further information can be found at: www.sagentia.com. Email us info@sagentia.com