

3rd World Congress on Bioavailability & Bioequivalence

March 26-28, 2012 Marriott Hotel & Convention Centre, Hyderabad, India

Model based drug development: Promises towards success

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The innovative and reproducible approach of model based drug development (MBDD) to drug discovery and development has promising output in placing the New Chemical Entities (NCEs) into the market place. It has reduced the attrition of the large number of molecules, which are in clinical trials. The bottle necks of poor pharmacokinetics and efficacy and safety of the drug molecules can be addressed with MBDD with better options. This paradigm shift of empirical drug development to MBDD is explored here with some case studies. The requirements to implement this approach is also discussed.

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