



News & Events

April 2010

AlphaBeta Pharma will be present at “Drug Delivery Partnerships and the Latest Innovations Conference”

On -22nd - 25th November, NH Du Gran Sabalon, Brussels

AlphaBeta Pharma will be sponsoring “**Market access in drug delivery and drug repurposing**” Workshop on Thursday 25th November

Registration 08:00 – Start 08:30 – Lunch 12:00 – Afternoon Start 13:00 – Finish 15:30

The Workshop Will Cover:

- 1. How to recognise the benefits of new technologies**
 - What are the opportunities and challenges in the market?
 - Demonstrating value of new products
- 2. New innovation versus drug re-purposing**
 - How the market has changed and what is the current need for new innovation?
 - Where are the gaps in the market?
- 3. Understanding payment, reimbursement and innovation**
 - How willing are patients to pay for new technology?
- 4. Repurposing your product**
 - Remaining competitive once patents have expired
 - Formulation and delivery changes to increase patient and physician acceptance

If you have any questions or queries, please email them to AlphaBeta Pharma info@alphabetapharma.com

Ends