

PRESENTATION ABSTRACT

Presentation topic: Successful Drug Launch with BD Hypak™ Glass Prefillable Syringes on the Russian and CIS Injectable Market

Speaker:

Sonja Stoyantschova, Key Account Manager
Nicolas Bralet, European Marketing Manager

Company:

BD Medical



BD Medical Pharmaceutical Systems is dedicated to develop prefillable drug delivery systems designed to fit the needs of the Pharmaceutical Sector.

We have created and developed during the last decades the "Prefill concept" where the drug is already pre-filled in a glass syringe as a primary container ready to be injected to the patient.

Today, BD Medical – Pharmaceutical System operates 6 manufacturing sites throughout the world and sells yearly more than 1.5 billion BD Hypak™ syringes worldwide.

We demonstrate why BD glass prefillable syringe, compared to other primary packaging, delivers strong medical and clinical advantages for the patient receiving the drug injection and highlight the economic and marketing benefits for the pharmaceutical industry.

Through concrete and successful drug cases, we set out why BD glass prefillable syringe is today the proven choice made by more than 100 pharmaceutical companies for vaccines, antithrombotics, biotechnology drugs and ophthalmology & cosmetology applications and how the BD glass prefillable syringe will bring you profitable growth on the Russian and CIS injectable market.