

Efforts on “Drug Fostering” in Japan

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As seen in global pharma trend, new drugs by biologics has been drastically developed in decade also in Japan. Regenerative medicines utilizing iPS cell and ES cell would be leading in Japan, and its technological evolution has been performed under heading tailwind by government. Low molecular compound development, as a while, has been growing especially in the field of “drug fostering” rather than drug discovery field in recent years because Japan is leading in super-aging society, which is one of paradigm shift on “PLCM” from *Product Life Cycle Management* to *Patients’ Life-Centric Measures*.

“Drug fostering” can be defined as drugs which can be more effective, can reduce side effects more, and be easier to be taken for patients and can avoid wrong precipitation/dosage by medical staff. Drug fostering becomes significantly an important factor in medical scene, and it would result in improving drug compliance/adherence and then decreasing drug residues, and also avoiding medical malpractice that is enabling to make the drug value more.

The development of orally disintegrating tablets (ODTs) which can be taken with/without water has been advanced in Japan as one of drug fostering approaches. ODTs can be taken not only without water, but also with water: this means patients have more choices how to take the drugs. Generic makers have developed and launched several ODTs in patient-centric solutions to give more choice to patients in spite that originators have not launched the ODTs. A variety of technologies of taste-masking and high stability even under open condition of accelerating study for 4 weeks would be showed.

In addition to technologies of solubilizing, skin delivery, and modified release as other approaches done for drug fostering, ingenious packaging solutions such as child resistance, box typed PTP sheet for easier takeoff for elderly people, and something else have been got much attention in Japanese market.

The examples of efforts on drug fostering in Japan would be showed.