

## S11-6 New Trendy LCM Pharmaceutical Products For Clinical Best Use

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Development of branded medicine seems to reduce due to the recent economic crisis. The generic medicines will come out in 2010 since the patents of many big branded medicines will expire. Therefore the branded medicine company has been focused on the life cycle management (LCM), whereas the generic-branded medicine company has been concentrated in the development of the valued-added type generic products. Even the LCM of branded medicine might give patients merit in the standpoint of characteristics of formulation such as palatability or package or so on. For example the orally disintegrating tablets (ODT) has been contribute to a lot of patients since it is so easy to swallow, sometimes the patient can take them without water. I wish the ODT will be apply to patient with diabetes mellitus, hyperlipemia, hypertension or other circulatory system diseases. Qualities of the product come out from LCM and value-added generic products will be compared or estimated in the marketplace and only the product with high quality with appropriate price will be chosen by patients.