



Role of modelling and simulation in phase in drug development



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F. Hoffmann-La Roche Ltd. is a Swiss global health-care company that operates worldwide under two divisions: Pharmaceuticals and Diagnostics.

Modelling & simulation fulfils an important role in reshaping the early trials of drug development by more effective extraction of information from studies, better integration of knowledge across studies and more precise predictions of trial outcome, thereby allowing more informed decision making. Modelling may enable the pharmaceutical industry to move into patient studies faster and safely. Already standard in other knowledge-based industries, computer simulation is increasingly being used to aid clinical trial development.

Simulation and Forecasting Technology role

Drug development, knowledge integration, development time reduction

Sector

Pharmaceuticals

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