

SWOT Analysis of Optimal Design in the Pharmaceutical Industry

Pfizer Perspective

Paddy Johnson, Gordon Graham and Byron Jones

Pfizer Ltd, Sandwich

ABSTRACT

Optimal Design Theory has much to offer the Pharmaceutical Industry, especially under the current environment which is driving for efficiency. This efficiency is also being demanded by the drug regulators (FDA White Paper on Innovation and Stagnation). As such, this should be a golden era for Optimal Design Theory. From Pfizers perspective, the interest is good but the application is surprisingly limited. By means of a SWOT analysis, the aim of this presentation is to generate discussion on why and what can be done to increase its use.