

New drug development process at pfizer

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New Drug Development Process at Pfizer

Pfizer is renowned worldwide for its research and development innovation. The new drug development process at Pfizer comprises of three steps namely drug discovery, full development and clinical trials (Pfizer 2009). The discovery of drug initiates with the proper and thorough understanding of diseases which proceeds with mass testing and studied for identification of any side effects. In the third stage, it is tested on humans only after getting assured that it will be safe for humans and the clinical trial involves use of properly planned data design, approval from Ethics and regulatory committees and proper signs of marketable position of developed drug. In the entire process, collaborations across various departments; cross functional teams and latest technical and scientific skills are required to turn discoveries into marketable drugs.

Sales and marketing at Pfizer

Pfizer is dedicated to ethical sales and marketing practices because of its corporate social responsibility towards people. As such, it provides training to its sales force on knowledge regarding diseases, products and related ethical issues. It strives to comply with the rules of pharmaceutical industry in terms of sales figures, advertising, communication true facts and getting its sales force equipped on latest research reports and competitor arrivals. It also tries to establish and sustain long term relationships with healthcare professionals across the globe on the dimensions of transparency, primacy and responsibility (Pfizer 2009). This interaction provides them with valuable information and data which helps them in their research and development process. Regarding promotion, it provides ' starters' to professionals for their feedback and resorts to ' direct to consumer' advertising whereby it

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educates public about usage, safety, effects and other details of its product portfolio.

References

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