

# Biovail college essay



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Biovail had applied advanced drug-delivery technologies to improve the clinical effectiveness of medicines. The company commercialized its products, both directly in Canada and through strategic partners (internationally)Biovail's core competency was its expertise in the development and large scale manufacturing of pharmaceutical products. It leverage this expertise by focusing on enhancing the formulations of existing drugs, combinations products that incorporated two or more different therapeutic classes of drugs and difficult to manufacture generic pharmaceuticals. In the United States, Biovail distributed a number of pharmaceutical products. These included Zovirax ointment and cream, (topical anti-viral drugs), and Cardizem (for hypertension), which were marketed by the strategic partners. In addition, Biovail's distributed a number of branded-off patent products referred to as ' Legacy' products.

The Legacy products portfolio included the well-known brands Cardizen CD, Ativan, Vasotec Vaseretic and Isordil. These products were not actively promoted by Biovail and represented non-core assets for which patent protection had expired. While the products were well respected by the medical community , prescription volume were expected to decline as

competing generic formulations become more readily available.

Introduction Biovail Corporation, a major Canadian pharmaceutical company listed on the New York Stock Exchange, announces that it will miss its quarterly earnings target by \$25 to \$45 Million,...

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