

OUR SERVICES:

- Brand Strategy/Architecture
- Name Development
- Market Research
- Regulatory
- Design

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DSI NAME SAFETY RESEARCH NOW INCLUDES COMPUTERIZED HANDWRITING ANALYSIS!

Drug Safety Institute (DSI) and Brand Institute (BI) have once again advanced our name safety research methodology with the introduction of a new algorithm designed to evaluate similarity between handwritten names. We have recently observed an increase in FDA objecting to proposed proprietary names based on handwritten similarity; and we have proactively implemented this new service to be better able to predict regulatory name rejections.

One such example of handwritten name similarity wherein medication errors have occurred includes the brand names Norvasc and Navane*. DSI asked Dr. Greg Kondrak, the professor and researcher who developed the original algorithm for FDA's POCA (Phonetic and Orthographic Computerized Analysis), to develop a new algorithm for exclusive use by DSI that examines the similarity between two handwritten names. This new technology significantly advances POCA's capabilities, which previously assessed only sound-alike and look-alike similarity between two printed names.

BI and DSI are proud to introduce this new and improved POCA service to our clients as we continue to provide the best name safety risk analysis in the industry.

For further information, please contact your local Brand Institute team at 305-374-2500

FDA Former Official

[Jerry Phillips, R.Ph.](#), President & C.E.O., Drug Safety Institute



Mr. Phillips was formerly the FDA Associate Director for Medication Error Prevention in the Office of Drug Safety (ODS), renamed the Office of Surveillance and Epidemiology (OSE), and the Acting Director of the FDA's Division of Medication Errors and Technical Support (DMETS now called DMEPA) a Division that he helped create.

He has been the FDA representative and Chair of the National Coordinating Council for Medication Error Reporting and Prevention, an expert member on the USP Nomenclature Expert Committee, and a collaborator with many international regulatory authorities and agencies.

Mr. Phillips oversees all proprietary & nonproprietary strategy, naming, safety research, labeling, risk management, name submissions, rebuttals, and special consults for DSI.

Mr. Phillips earned his B.S. in Pharmacy from the University of Houston and completed an ASHP hospital pharmacy residency at the U.S. Public Health Service hospital in Staten Island, N.Y.