



DRUG SAFETY INSTITUTE INVITED BY ABIMIP TO ANVISA!



On March, 21st, 2019, Brand Institute (BI) and subsidiary Drug Safety Institute (DSI), upon invitation from ABIMIP (Brazilian OTC Drugs Association), attended ABIMIP's Annual OTC Drug Conference at ANVISA (Brazilian Regulatory Agency for Health Matters). BI/DSI was asked to present an overview of its brand (proprietary) name development methodology, highlighting regulatory best practices in name safety research. During the BI/DSI lecture, which was part of a broader seminar about OTC drugs, BI/DSI Team Members shared with ABIMIP's pharmaceutical executives and ANVISA Brazilian regulators key elements of DSI's proprietary name safety testing model, which is in compliance with ANVISA's proprietary name safety research guidance protocols. The BI/DSI Team sought to familiarize Brazil's pharmaceutical OTC industry and ANVISA with Drug Safety Institute's methodology in order to align with agency best practices in brand name safety evaluation.

Presenting on behalf of Drug Safety Institute were Todd Bridges, R.Ph., DSI Global President - Rockville, and Domenica Redeschi, R.Ph., DSI Lead, Brazil Safety Research & Regulatory Affairs - Miami. Also, in attendance from Brand Institute was Nilson Magiezi, M.Sc., BI Director, Brand Development - São Paulo, and Renata Palma, M.Sc., Associate Director, Brand Development - São Paulo.

We are honored to be part of such an important conference and we thank ABIMIP & ANVISA's key stakeholders for the opportunity to contribute!



Domenica Redeschi presents to Brazilian regulators and healthcare executives



From left: Todd Bridges, Domenica Redeschi and Nilson Magiezi

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