BRANDNEWS

January 2023

Brand Institute is proud to have partnered on 85% of FDA approved pharmaceutical brand names in 2022!

Select 2022 FDA CDER Brand Name Approvals

Approved Jun 13, 2022	Approved Apr 28, 2022	Approved Dec 12, 2022
amvuttra (vutrisiran) injection 25 mg/0.5 mL	CAMZYOS™ (mavacamten) 2.5, 5, 10, 15mg capsules	KRAZATI® (adagrasib) 200 mg TABLETS
Alnylam	**Bristol-Myers Squibb**	**Mirati**
Approved Mar 18, 2022	Approved Mar 23, 2022	Approved Aug 31, 2022
Opdualag™ (nivolumab and relatlimab-rmbw)	PLUVICTO™ lutetium Lu 177 vipivotide tetraxetan INJECTION FOR INTRAVENOUS USE	Xenpozyme™ (olipudase alfa-rpcp)
Bristol-Myers Squibb	**Novartis**	**Sanofi**

Select 2022 FDA CBER Brand Name Approvals

Approved Feb 28, 2022	Approved Nov 22, 2022	Approved Nov 30 2022
CARVYKTI™ (ciltacabtagene autoleucel) Suspension for IV Infusion	HEMGENIX® etranacogene dezaparvovec-drlb	REBYOTA™ (fecal microbiota, live-jslm) suspension, for rectal use
Janssen Oncology	**CSL Behring**	**Ferring**
Approved Sep 16, 2022	Approved Jan 31, 2022	Approved Aug 17, 2022
skysona™ (elivaldogene autotemcel)	spikevax™ COVID-19 Vaccine, mRNA	zynteglo™ (autologous CD34+ cells encoding $\beta^{A\text{-}T87Q}$-globin gene)
bluebird bio	**Moderna**	**bluebird bio**

DRUG SAFETY INSTITUTE (DSI) BRAND NAMING EXPERT SPOTLIGHT

Todd Darwin Bridges, R. Ph. Global President

Mr. Bridges joined DSI – Rockville in May 2018 as Global President. Prior to joining DSI, Mr. Bridges was the Director of the Division of Medication Error Prevention and Analysis (DMEPA) in the Office of Surveillance and Epidemiology at the U.S. Food and Drug Administration (FDA). He has more than thirteen years of DMEPA experience with three of those years as the Director of DMEPA.

As Director of DMEPA, Mr. Bridges was responsible for supervising the premarket review and approval of proposed proprietary/brand drug names, labels/labeling, packaging, product design, United States Adopted Names, biological product proper name suffixes, and human factors studies in order to reduce the potential for medication errors with products regulated by the Center for Drug Evaluation and Research (CDER). DMEPA conducts review and analysis of post-marketing medication errors submitted to CDER to determine if regulatory action such as label/labeling revisions, names change, product redesign, or post-marketing communications to stakeholders is needed. DMEPA also works with external stakeholders, regulators, and researchers to better understand the causes of medication errors and the effectiveness of interventions at preventing them, and provides guidance to the pharmaceutical industry on drug development considerations from a medication errors perspective.

Mr. Bridges has contributed to FDA policy and guidances related to medication errors, represented FDA as a member of the National Coordinating Council for Medication Error Reporting and Prevention as well as the Joint Commission's Patient Safety Advisory Group, and was responsible for establishing FDA's ongoing membership with the International Medication Safety Network. In addition to his FDA experience, Mr. Bridges has thirteen years of pharmacy practice and supervisory experience prior to joining FDA. He has also received specialty training in medication error prevention and analysis from the Institute for Safe Medication Practices. Mr. Bridges earned his B.S. in Pharmacy from Virginia Commonwealth University's Medical College.

Contact your local Brand Institute Office to discuss our experience and capabilities in developing brand names

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