

Exclusive interview with Team Consulting released for Injectable Drug Delivery 2020

SMi Reports: Julian Dixon from Team Consulting Ltd is interviewed for the Injectable Drug Delivery conference

LONDON, KENSINGTON, UNITED KINGDOM, April 24, 2020 /EINPresswire.com/ -- SMi Group's 3rd annual [Injectable Drug Delivery](http://www.injectable-drug-delivery.com) is set to take place on the 2nd and 3rd September 2020 in London. The two-day event will emphasise various elements of drug developments such as drug product formulation, where top industry figures will assess evolving regulatory environment of injectable drug delivery with industry and regulatory representatives presenting updates on current guidelines. As part of Europe's largest injectable conference series, it will provide delegates the chance to meet and collaborate with top industry figures to discuss the dynamic injectable drug market.



SMi's 3rd annual conference on...
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Injectable Drug Delivery
London, UK
2 - 3 September 2020
www.injectable-drug-delivery.com
Injectable Drug Delivery 2020

For those interested in attending, the biggest early bird saving of £600 for bookings made by 30th April 2020 is available online. Register at www.injectable-drug-delivery.com/einpr8

On the run up to the conference, Julian Dixon, Director of Human Factors, Team Consulting is interviewed by SMi Group to discuss his presentation details, insights of the injectable drug delivery market and his thoughts on the biggest growth area of the injectable drug delivery market.

Snapshot of Julian's interview:

The injectable drug delivery market has matured greatly over recent years, what key differences have you noticed in the last year regarding significant developments?

"Change in the market is, of course, relatively slow. Steadily, over recent years, common user interface/interaction designs are emerging. With pen injectors this has been true for a decade or more, it is great to see consistency developing in the autoinjector space too. Looking ahead, we might ask ourselves how we can serve our future users well through appropriate consistency of App interfaces."

What current hot topic will you be addressing in your presentation and what would you say makes it relevant to 2020?

"We must work bottom up and top down to get App design right. Bottom up, we need to get the

basics right. We must not fail to develop usable Apps, that are easy to understand and simple enough for people to engage with. We must not burden our users unnecessarily. At same time, top down, we need to be clear how our Apps will be useful and how to communicate this usefulness. We need to tell our users a compelling story – the App must communicate its narrative - of how they can benefit. Our pre-conference workshop will explore these challenges.”

The brochure with the full interview, agenda and speaker line up is available online at www.injectable-drug-delivery.com/einpr8

Injectable Drug Delivery 2020
2 – 3 September 2020
St James Court, Taj Hotel London, UK

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About SMi Group:

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