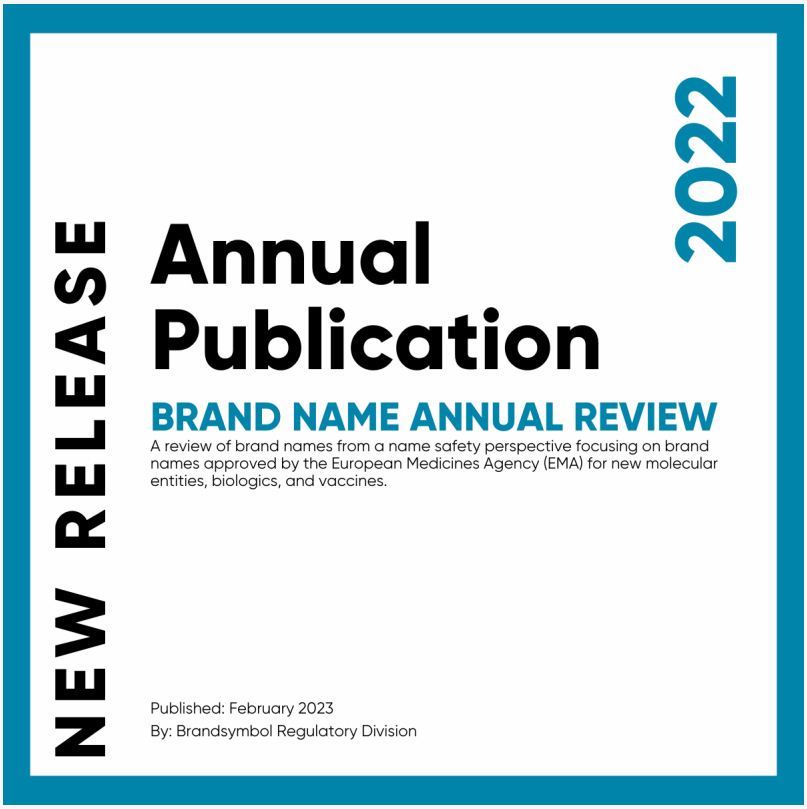
2022 ANNUAL PUBLICATION – BRANDSYMBOL European Medicines Agency (EMA) Brand Name Annual Review

A Comprehensive Reference/Report of Brand Name Approvals by the EMA and FDA in 2022.



2022 EMA (European Medicines Agency) Brand Name Annual Review

Brandsymbol

Brandsymbol - Brand Creation Agency

CHARLOTTE, NORTH CAROLINA, UNITED STATES, March 1, 2023 /EINPresswire.com/ -- Brandsymbol is an innovative leader in healthcare brand creation for Pharmaceutical and Biotech. The Brandsymbol Regulatory Division invites you to its 2022 EMA Brand Name Annual Review. Each year they prepare this free publication analyzing brand names approved by the European Medicines Association (EMA) and United States Food and Drug Administration (FDA) in the previous year.

This year's publication includes a selection of 40 brand names approved by the EMA in the past year. With publically available profile information, Brandsymbol uses their SafeMark® Model Name Safety Tools to provide insights on relevant naming strategies. They aim to increase awareness of brand name safety guidelines and regulatory approval trends and assist in the prevention of medication errors in healthcare practice. In addition to this resource, they previously released the U.S. edition, 2022 FDA Brand Name Annual Review, which reviews a selection of 63 brand names approved by the FDA for new molecular entities, biologics, and vaccines.

ABOUT BRANDSYMBOL

Brandsymbol provides services to the healthcare industry for the creation and safety evaluation

> We analyze each brand name approval to ensure continuous evolvement of our SafeMark® Model based on FDA and EMA guidance."
> *Dyan Rowe Davis, B.S. Pharm., R.Ph., J.D.*

of proprietary (brand) and nonproprietary (active ingredient) names that are being considered for regulatory submission. Their services apply to drugs for human use, combination products, biologics including biosimilars and vaccines, and animal health products.

Dyan Rowe Davis, B.S. Pharm., R.Ph., J.D., President of the Brandsymbol Regulatory Division, has re-invented the name safety testing process with the SafeMark® Model. Says Rowe Davis, "We analyze each brand name approval throughout the year to ensure continuous evolvement of our SafeMark® Model based on FDA and EMA guidance. We appreciate the opportunity to share with our industry partners". The SafeMark® Model utilizes several advanced and proprietary methods, including Brandsymbol's Word Construction Analysis (WCA) (featured in the 2021 NRG Interested Parties meeting), Prescription Simulation Study, Patient Harm Analysis, Failure Modes and Effects Analysis (FMEA), and others to provide the industry's most comprehensive safety testing data. This process has been tested and proven by many successful approvals of nonproprietary (generic) and proprietary brand name approvals for Brandsymbol clients.

Says Brandsymbol CEO Clayton Tolley, "our client-centric initiative was born from a desire to produce world-class healthcare brands by combining strategic insights with superior creative and intense legal, linguistics, safety evaluation, and commercial validation. We deliver reliable regulatory name approvals for outstanding healthcare names for our partners".

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