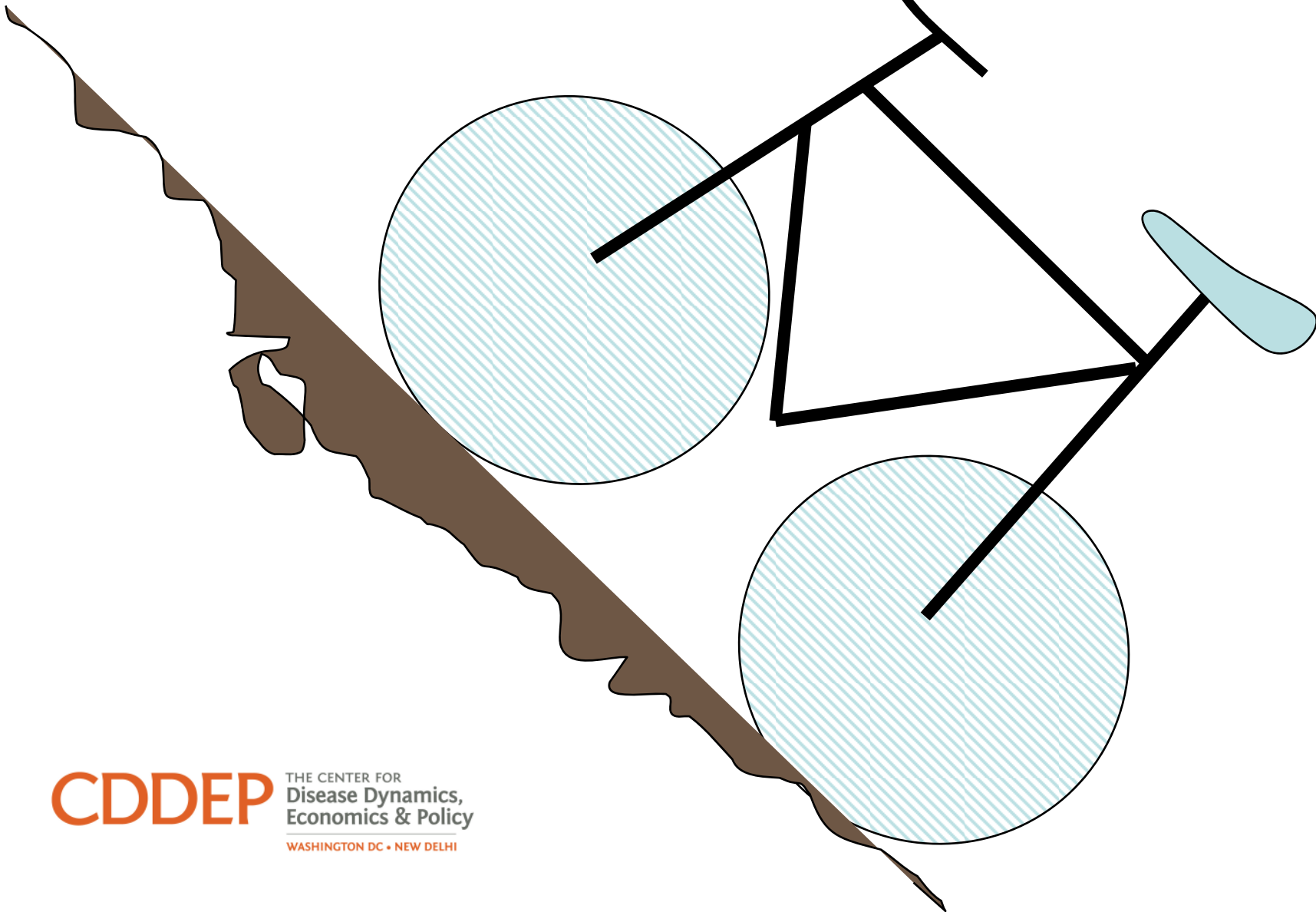
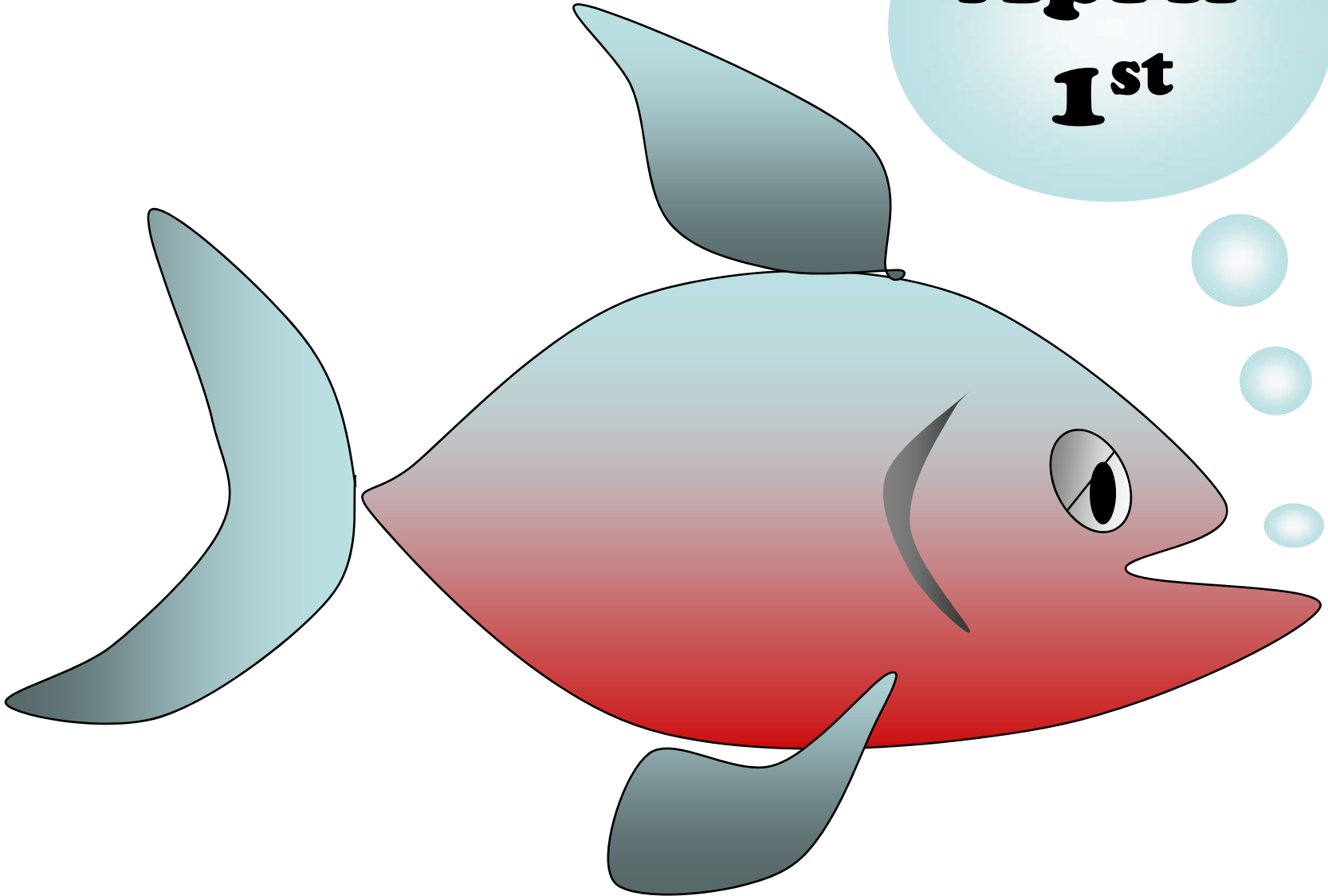


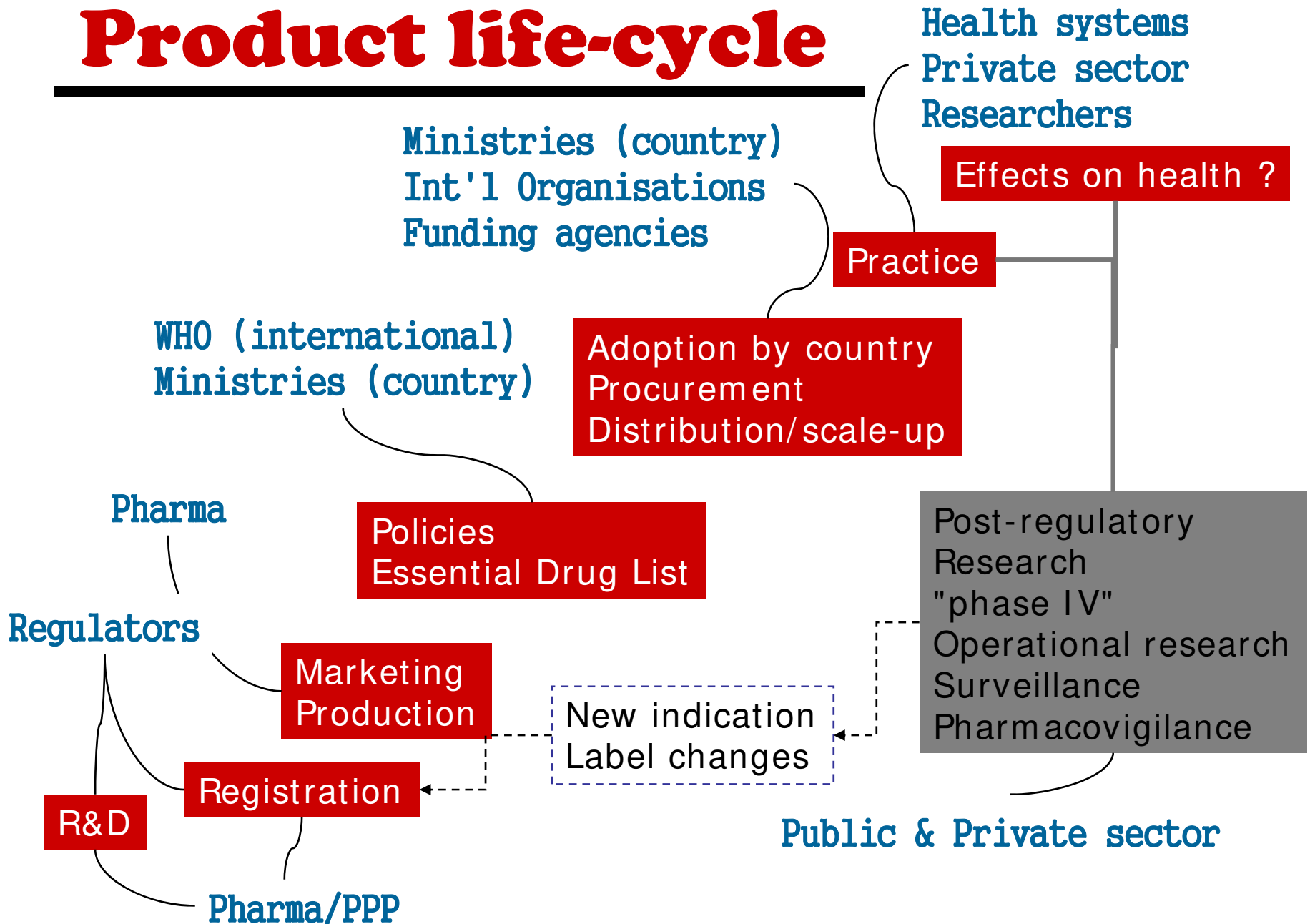
# CYCLING



**April  
1<sup>st</sup>**



# Product life-cycle



# Pick one (or more)

- Various drugs available
  - Most 'me-too' BUT all product not equal
- Elements of choice:
  - Efficacy AND Safety ← trials
  - Quality ← CMC, in-vitro & vivo bioavailability
  - Cost, ease (simple/accurate), shelf-life
- Summarising (& rating) evidence: RCTs...
- Informing policy: simplify message
- Procurement mechanisms & criteria