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Bayer throws light on future business plans at Pharma Media Day 2022

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The outlook is aimed at delivering long-term, sustainable business growth by bringing forward new options for patients



At its annual Pharma Media Day 2022, Bayer presented the latest developments in the ongoing transformation of its pharmaceuticals business, which is aimed at delivering long-term, sustainable business growth by bringing forward new options for patients.

Bayer's research and development pipeline continue to grow as the company is building on its existing competencies, such as the expertise around small molecules, while expanding into new modalities, including cell and gene therapies. The company is advancing around 50 projects in ongoing clinical trials across a range of potential therapeutic modalities and indications, with a focus on oncology, cardiovascular and women's health.

In the area of cardiovascular disease, Bayer is delivering on its late-stage pipeline including recent launches of Kerendia (finerenone) and Verquvo (vericiguat).

Bayer's efforts in oncology focus on differentiated approaches that have the potential to fundamentally impact the way that cancer is treated. With three product launches over the last five years, Bayer has significantly broadened its footprint in the area, focusing on those areas with the highest unmet medical need while applying a broad range of modalities.

At the same time, the company continues to invest in areas that have the potential to address additional unmet needs in cancer, including targeted radiopharmaceuticals, specifically targeted alpha therapies, next-generation immuno-oncology including oncology cell therapy, as well as precision molecular oncology approaches.

Bayer is developing a platform through which healthcare professionals can centrally manage AI-enabled medical imaging and imaging workflow applications. These solutions are being developed by Bayer as well as third parties, and aim to support the complex decision-making processes of healthcare professionals in their task to provide a clear direction from diagnosis to care for their patients.

While pursuing research to find new treatment options for gynaecological diseases with a high unmet medical need, the company is also working on addressing women's health needs during menopause. Elinzanetant, a non-hormonal development compound, is currently being investigated in the Phase III clinical development program OASIS for the treatment of vasomotor symptoms during menopause.

As part of this commitment, Bayer recently announced an investment of over €400 million in new production facilities for long-acting reversible contraceptives, including the construction of a new production site in Alajuela, Costa Rica and the expansion of production capabilities in Turku, Finland.