

## Quintiles offers Marketed Product Maintenance (MPM)

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Quintiles has announced a new offering, Marketed Product Maintenance (MPM), that will provide biopharmaceutical companies with greater data-driven insights into the benefit-risk profiles of their products. These enhanced insights will enable customers to identify potential product risks, fulfill increasingly complicated regulatory requirements and help them make better decisions about their marketed products. By using technology and subject matter expertise to connect the post-approval requirements and license maintenance processes more effectively and efficiently, biopharmaceutical companies can generate greater return on investment from their portfolio of established products by redeploying resources on prioritized, growth-oriented products.

"Within most biopharmaceutical companies, regulatory, safety maintenance and benefit-risk management functions could benefit from more interdependence. Meanwhile, these companies are facing more complex safety and regulatory requirements, along with increasing budget constraints, making it increasingly difficult to achieve their regulatory obligations while improving the total cost of managing their established products. Integrating these functions through our innovative MPM solution will assist customers in maximizing the commercial value of their established products," said Ms Paula Brown Stafford, president of clinical development at Quintiles.

These services will be delivered globally as an integrated and efficient turnkey solution, leveraging the company's extensive safety, regulatory, benefit-risk management research experience.