

*Webinar on*

# **PK/PD Studies In Drug Discovery And Development**

# Areas Covered

- Absorption, Distribution*
- Metabolism, Excretion*
- Drug action, Dose-response relationship*
- Selectivity, Therapeutic window*
- Biomarkers, Variation in response*
- Hysteresis, Case study*

This webinar illustrate how the model-based drug development and, in particular, PK/PD studies, can facilitate knowledge management and decision making to streamline drug discovery and development and to reduce the attrition rate.

**PRESENTED BY:**

*Dr. Stefano Persiani is currently Director of Translational Sciences and Pharmacokinetics at Rottapharm Biotech, Italy. He graduated in Pharmacy at the University of Milan, Italy and completed a Post-Doctoral fellowship in the Department of Pathology of the University of Pittsburgh School of Medicine, Pittsburgh, Pennsylvania, USA, and later as a Research Associate in the Department of Pharmaceutics of the University of Southern California, School of Pharmacy in Los Angeles, California, USA*

On-Demand Webinar

Duration : 60 Minutes

Price: \$200

# Webinar Description

The webinar reviews the general concepts and basic elements of pharmacokinetics, pharmacodynamics, and their correlation. The use of PK/PD for dose selection during drug development will be described also with the presentation of a case study. The use of PK/PD will be described for the evaluation of both drug efficacy and safety. This will illustrate how the model-based drug development and, in particular, PK/PD studies, can facilitate knowledge management and decision making to streamline drug discovery and development and to reduce the attrition rate.



# Who Should Attend ?

*Project Managers*

*Pre-clinical and Clinical Pharmacologists*

*Regulatory Affairs*

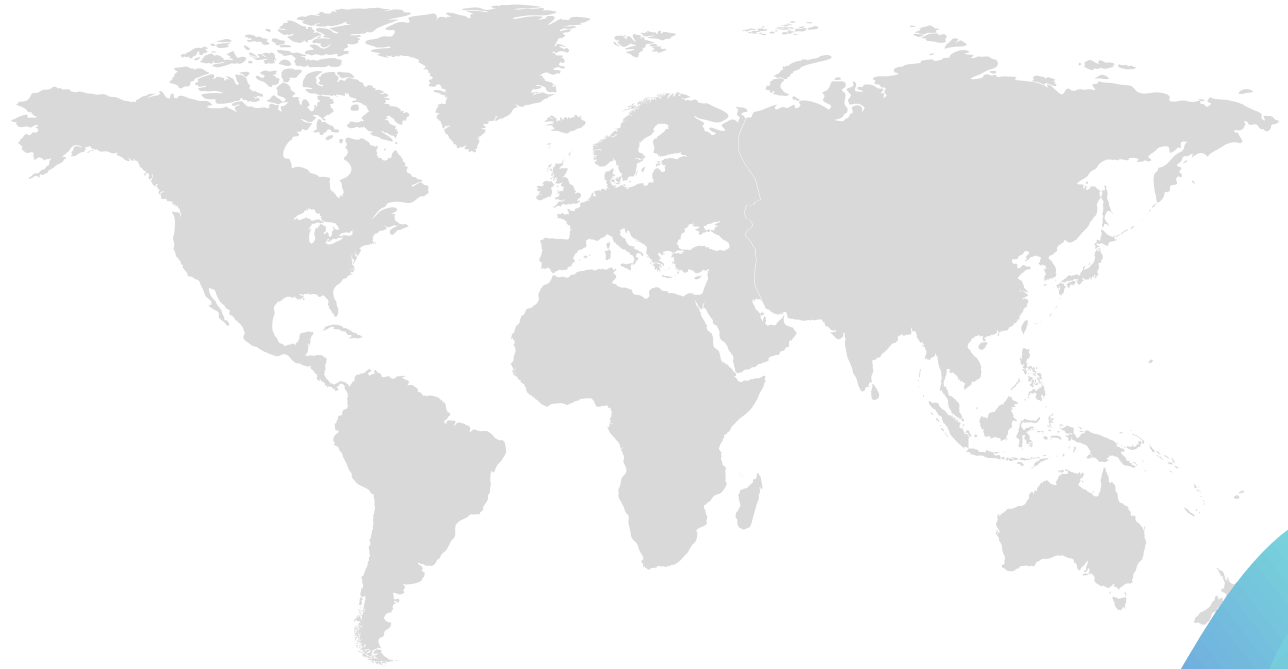
*Clinical Research Associates*

*Drug Discovery Scientists*



# Why Should Attend ?

*PK/PD studies construct, validate, and utilize disease models, drug exposure-response models, and pharmacometrics models to facilitate drug development. PK/PD studies offer great support to learn and confirm the key characteristics of new molecular entities in a quantitative manner. This provides evidence for optimizing drug development plans and enabling critical decision-making. Drug development without PK/PD modeling is considered at a higher risk of failure.*



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