



Innovation Case Study

Product Innovation (TRIZ Application)
Client – Global Pharma Major

Re-inventing Haemophilia Drug Delivery System

- **Project:** Develop a new system for administering intravenous injection of a drug for haemophilia patients.
- **Client:** A global Pharmaceutical company focusing on drugs and devices catering to blood disorders amongst other therapeutic areas.
- **Innovation Challenge:** The client owned the patent for the clotting factor drug (biologic) for classic haemophilia disorder. This patent was to expire within three years. Traditionally the drug was administered by mixing water and the biologic and by injecting the mixtures into the vein by the patient. Customers were not satisfied by the cumbersome process of drug administration. **There was opportunity to create differentiation against new competitors (once the product went off-patent) was to develop a simpler system to administer the drug on-demand. This would help in sustaining market leadership.**
- **Solution:** Keep the biologic and sterile water in a system separated by a membrane. Break the seal and directly inject it into the vein.
- **Results:** Client filed for several patents including the system they would not be developing (patent fencing).

