

Dechra has specialised over the years in treating companion animal endocrine disorders through our key brands of *Vetoryl*, *Forthyron*<sup>®</sup> and *Felimazole*<sup>®</sup>.

#### Identifying an Opportunity to Treat Addison's Disease

We identified an opportunity to develop a product, Zycortal, for another endocrine disorder, hypoadrenocorticism, better known as Addison's disease. Addison's disease is a relatively rare and under diagnosed condition with complex and often confusing symptoms. Fundamentally the dog is simply not well, off colour and they look depressed and lack energy. Given that the disease is more commonly found in young to middle aged dogs, we recognised that a well-supported, efficacious product would be of high value for veterinarians in delivering solutions to concerned pet owners.

There were no approved products in the major European markets and, in the US, there was only one veterinary licensed product.

#### Developing the Product

The development team reviewed the potential product options and decided to work with one of our current active pharmaceutical ingredient suppliers to synthesize the complex DOCP (desoxycortone pivalate) molecule.

Our formulation chemists were challenged with developing a superior product to the one currently licensed in the US. We developed a more user friendly product with a subcutaneous injection and flexible duration between dose administration.

Not everything went to plan as a major challenge occurred when our selected contract manufacturing site closed. This meant a delay in the process while we reviewed alternative options. We decided to upgrade our own facility in Skipton to manufacture the product and seek FDA approval for the terminally sterilised injections suite. The investment in this solution also minimises potential supply risks.

#### Preparing for the Product Launch

In parallel to the development process, the central technical and marketing teams worked on the launch, utilising the expertise of key opinion leaders and experienced colleagues from across a wide range of markets.

A proposition encouraging veterinarians to 'look beyond the obvious' was developed as a means to raise awareness and educate them about Addison's disease.

This basic premise was backed up by some striking imagery delivered across support materials ranging from diagnostic brochures and product support pieces to pet owners' leaflets and case studies.

A key part of a successful launch plan is the training of Dechra sales teams. A two day seminar with sessions on sales, marketing and technical training was organised, attended by representatives from all countries.

## Our Business

### Product Development 2016 – Zycortal



The product had its first public showing at VetMadrid 2016 – AMVAC (Asociación Madrileña de Veterinarios de Animales de Compañía) in early March and BSAVA 2016 (British Small Animal Veterinary Association) in early April.

Several months on, the product has been launched in the US and most of our EU markets, it is being well received by our veterinary customers and pet owners and is making a difference to canine health.