

FDA name approvals – 2019 in review



Overview

Last year saw the FDA approve no less than 48 new molecular entities and new therapeutic biological products, so-called “novel” drugs. 21 of these treatments were designated to have “orphan” status reflecting significant advances across an extensive spectrum of rarer diseases and conditions.

And, consistent with recent years, 2019 heralded the approval of a high number of cancer and blood disorder drugs in multiple oncological and hematological areas.

A significant number of biosimilars also gained approval helping to reduce costs as well as increase patient access to important therapies.

FDA approvals 2019: select original NDAs/BLAs			
ABRILADA ACCRUFER ADAKVEO AKLIEF AVSOLA BALVERSA BEOVU BRUKINSA CABLIVI CAPLYTA DAYVIGO EGATEN ENHERTU ETICOVO EVENITY FETROJA GIVLAARI	GLOPERBA HADLIMA HEMADY IBSRELA INREBIC JEUVEAU KANJINTI MAYZENT NOURIANZ NUBEQA NUCALA ONTRUZANT OXBRYTA PADCEV PIQRAY POLIVY REBLOZYL	RECARBRIO REYVOW RINVOQ ROZYLTREK RUXIENCE RUZURGI SCENESSE SKYRIZI SPRAVATO SUNOSI TALICIA TOSYMRA TRAZIMERA TRIKAFTA TURALIO UBRELVI VUMERITY	VYLEESI VYNDAMAX VYNDAQEL WAKIX XCOPRI XENLETA XPOVIO ZIEXTENZO ZIRABEV ZULRESSO
<div>Therapy area Hematology/oncology Infectious diseases Neurology Other</div>			

*“Novel” drugs are shown in *italics*

Wide variety of name types

Different approaches to drug naming are seen within a broad range of communication and messaging strategies, including:

INN/USAN-referential tradenames such as *Trikafta* (encodes triple combination ~caf~ infixed CFTR modulators), *Brukinsa* (*zanubrutinib*), *Givlaari* (*givosiran*), *Oxbryta* (*voxelotor*) and *Ubrovelvy* (*ubrogepant*) which, by echoing nonproprietary origins, can help prescribers both identify and recall drug provenance and functionality

Indication-suggestive or condition-related names such as *Aklief* (“acne relief”), *Ibsrela* (“irritable bowel syndrome”), *Beovu* (“better view”), *Scenesse* (“scene”, “essence”), *Dayvigo* (“overcome insomnia”), *Wakix* (“stay awake”) and *Fetroja* (embeds “Fe” [iron] and “Trojan horse” MOA cues) can offer definitive and therapy-specific benefit associations

Apparently **arbitrary/meaningless** coined names, although maybe less immediately intuitive than more identifiably apparent names, can deliver long-lasting distinctiveness and stand-out value by incorporating unorthodox or deliberately unusual letter strings or underrepresented syllables, such as *Xcopri*, *Rinvoq*, *Piqray* and *Turalio*

Aspirational, or imagery-indicative, drug names can help evoke positive and beneficial emotional, and actual, product connotations which may be relevant both to patients as well as medical professionals alike, such as *Jeuveau* (“rejuvenation”), *Mayzent* (“amazing”, MS), *Balversa* (“balance”, “versatility”) and *Skyrizi* (“sky”, “rise”), and *Vyndaqel* (“vindicate”, “quell”).

Innovation primacy

Of the 48 “novel” drug approvals in 2019, 20 were first-in-class treatments meaning they offer different mechanisms of action (MOAs) from existing therapies including *Adakveo*, *Balversa*, *Cablivi*, *Evenity*, *Givlaari*, *Ibsrela*, *Nourianz*, *Oxbryta*, *Padcev*, *Polivy*, *pretomanid*, *Reblozyl*, *Reyvow*, *Scenesse*, *Turalio*, *Vyleesi*, *Vyndaqel*, *Wakix*, *Xpovio*, and *Zulresso*.

It is widely expected that such development innovation will continue into the new decade and name creation for such pharmacologically-inventive products will need to provide equal levels of ingenuity in terms of inspiration, distinctiveness and overall impact.

To contact Purple Fire Branding, specialists in brand naming, research and design, please telephone +44 (0)20 8166 1853 or visit www.purplefirebranding.com