

# EMA recommendations – 2019 in review



## Overview

66 positive opinions were issued by the EMA for authorisation of drugs and medicinal treatments in 2019.

30 new active substances were included amongst the recommendations.

A third of the medicines recommended for approval (22) were treatments in hematology/oncology.

8 drugs received conditional recommended authorisation (including some along accelerated recommendation pathway), allowing patients and prescribers early access to new medicines which address unmet needs, subject to completion of pharmaceutical and/or clinical data.

EMA 2019: select recommendations for approval

AJOVY	IWOZALL	SENSTEND
AMSPARITY	KROMEYA	SIXMO
BAQSIMI	HEMLIBRA	SKYRIZI
BEOVU	LIBTAYO*	SPRAVATO
CUFENCE	LORVIQUA*	STRIASCAN
DECTOVA	LYSAKARE	SUNOSI
DOPTELET	MAYZENT	TALZENNA
DOVATO	NUCEIVA	TAVLESSE
EPIDYOLEX	ONDEXXYA*	TROGARZO
ERVEBO*	PALYNZIQ	ULTOMIRIS
ESPEROCT	PAZENIR	VITRAKVI*
EVENITY	POLIVY*	VIZIMPRO
GIAPREZA	QTRILMET	WAYLIVRA*
GRASUSTEK	QUOFENIX	XOSPATA
IDACIO	RECARBRIQ	XROMI
INBRIJA	RHOKIINSA	ZYNQUISTA
ISTURISA	RINVOQ	ZYNTEGLO*

Therapy area  
Hematology/oncology  
Infectious diseases  
Neurology  
Other

\* indicates conditional marketing approval

## Differing name type spectrum

A wide diversity of name types is seen amongst recommended treatments with some notable examples including:

**Nonproprietary/generic-derived tradenames**, usually partially suggestive of the original active ingredient, such as *Ondexxya* (andexanet alfa), *Esperoct* (turoctocog alfa pegol), *Qtrilmet* (metformin), *Talzenna* (talozoparib), *Lorviqua* (lorlatinib) can aid memorability and ease identification

**Benefit or function-indicative** names tend to infer specificity within a therapy area, such as *Amsparity* (denotes biosimilar “parity” to reference product), *Cufence* (“defence” against copper [Cu] build-up in Wilson’s disease), *Epidyolex* (epilepsy, cannabidiol), *Rhokiinsa* (optical product, two “eyes”), *Vitrakvi* (embeds NTRK gene fusion reference)

Newly-invented “**blank canvas**” names, can offer differentiating qualities through inclusion of category-distinctive letters, syllables or overall tonality, such as *Baqsimi*, *Rinvoq*, *Sixmo*, *Tavlesse*, *Palynziq*

**Associative** names can help imply positive functional or emotional qualities relating to potential product merits perceived by either patient and/or prescriber, such as *Quofenix* (“defend”), *Evenity* (“evenness”, balance/harmony), *Sunosi* (“sunny” feel from INN, *solriamfetol*), *Vizimpro* (possible life “improvement”)

## Future focus

Several orphan drugs, indicated for rare conditions, were recommended for approval following review by the COMP (Committee for Orphan Products) which can result in ten years’ exclusivity for each product and obviously significantly benefit undertreated patient populations. Such products included the following, in 2019: *Isturisa*, *Palynziq*, *Waylivra*, *Zynteglo*, *Xospata*, *Polivy* and *Epidyolex*.

As discovery, production, and approval, of advanced medicinal products expands in future years, so the need for innovation-matching name development will increase accordingly and, most essentially, diversity of strategic nomenclature approaches will remain as important as ever to meet the challenges ahead.

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