

Brand Institute is proud to have partnered with 417 healthcare companies on 952 nonproprietary (USAN/INN) names, including 36 hematology USAN/INN names!

Highlighted by the hematology nonproprietary USAN/INN name approvals listed below:



andexanet alfa

Hemorrhagic disorders
 Approved for worldwide use in 2014

avatrombopag

Thrombocytopenia
 Approved for worldwide use in 2013

crizanlizumab

Myelofibrosis, Priapism
 Approved for worldwide use in 2017



danicopan

IGlomerulonephritis, Paroxysmal nocturnal hemoglobinuria
 Approved for worldwide use in 2019

efepoetin alfa

Anemia in chronic kidney disease
 Approved for worldwide use in 2018

emapalumab

Hemophagocytic lymphohistiocytosis
 Approved for worldwide use in 2017



emicizumab

Coagulation factor VIII deficiency (Hemophilia A)
 Approved for worldwide use in 2016

fidanacogene elaparvovec

Coagulation factor IX deficiency (Hemophilia B)
 Approved for worldwide use in 2018

momelotinib

Myelofibrosis
 Approved for worldwide use in 2013



pegcetacoplan

Paroxysmal nocturnal hemoglobinuria
 Approved for worldwide use in 2019

rivipansel

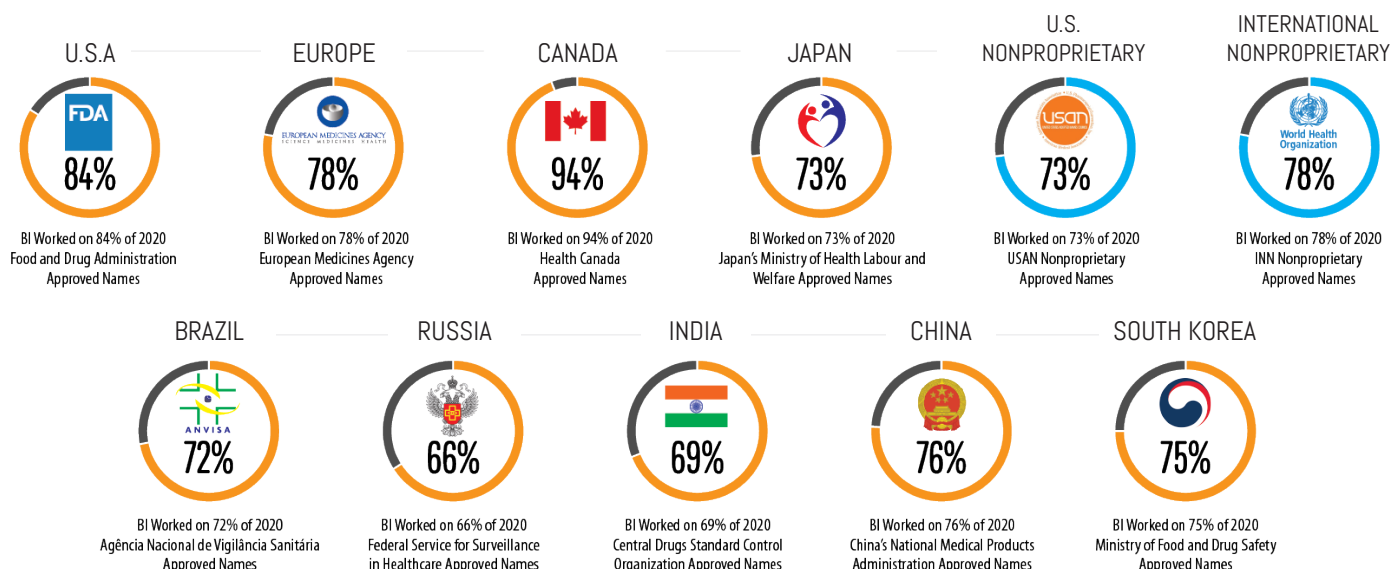
Vaso-occlusive crisis, Sickle Cell Anemia
 Approved for worldwide use in 2014

senicapoc

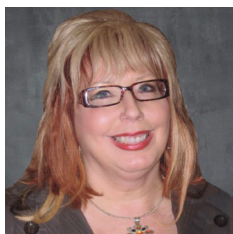
Hematologic Genetic Disorders, Sickle Cell Anemia
 Approved for worldwide use in 2007

Contact your local Brand Institute Office to discuss our experience and capabilities in developing hematology product nonproprietary names, brand names, devices, programs and more!

BRAND INSTITUTE'S 2020 GLOBAL SHARE OF MARKET NAME APPROVALS



DRUG SAFETY INSTITUTE (DSI) NONPROPRIETARY NAMING EXPERTS



Sophia Fuerst, M.S., M.B.A.
 President, Nonproprietary Names Division
 Drug Safety Institute

Ms. Fuerst joined Drug Safety Institute's Nonproprietary (USAN/INN) Names Division as Managing Director in 2005, and was promoted to President in 2007. Ms. Fuerst was formerly Director of the USAN Program at the American Medical Association (AMA) and served in various positions during her 18-year tenure with the Program, including AMA senior staff scientist in the area of Drug Nomenclature.

She was involved in negotiations between the USAN Council, pharmaceutical manufacturers and foreign nomenclature agencies. From 1986 to 2005, Ms. Fuerst was responsible for reviewing submissions, classifying compounds, creating new stems when appropriate and approving and adopting new USAN names.

Ms. Fuerst worked as a consultant, from 1999-2000, to the Secretariat of the INN Programme at the World Health Organization (WHO/INN) in Geneva, Switzerland. Ms. Fuerst holds a B.S. in Biology/Chemistry (pre-med) from St. Joseph's College, an M.S. in Medicinal Chemistry from the University of Chicago and an M.B.A. from Governor's State University in Illinois.

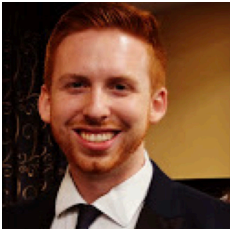


Sandra Van Laan, B.S.
 Vice President, Regulatory Affairs, Nonproprietary Names Division
 Drug Safety Institute

Ms. Van Laan joined Drug Safety Institute's Nonproprietary (USAN/INN) Names Division as Vice President, Regulatory Affairs, Nonproprietary Division in 2006. Prior to joining DSI, she worked for 26 years at the American Medical Association (AMA). Ms. Van Laan was the Associate Secretary to the United States Adopted Names (USAN) Council and a Senior Research Associate at the AMA within the Division of Science and Technology where she provided pharmaceutical expertise to AMA staff for several publications including Current Medical Information and Technology (CMIT), Current Procedural Technology (CPT) and the Journal of the American Medical Association (JAMA). In her role with the USAN Program she provided structural and mechanistic compound analysis to accurately categorize newly submitted names into the appropriate stem classification and shared the responsibility for devising new stems within the taxonomy of nomenclature, when appropriate. The AMA USAN Program is responsible for evaluating and approving nonproprietary names.

She supplied guidance to pharmaceutical companies on the preparation of submissions to the USAN Council and negotiated name candidates with the members of the USAN Council and INN Expert Committee to obtain scientifically appropriate nonproprietary names for worldwide use. Ms. Van Laan has worked closely with the Food and Drug Administration (FDA), Center for Biologics, Evaluation and Research (CBER), and the United States Pharmacopeial (USP) Convention for the standardization of nonproprietary nomenclature and has participated in regulatory strategic planning sessions and intellectual property protection discussions pertaining to nonproprietary names. Ms. Van Laan co-chaired the Pronunciation Committee that developed the USAN Pronunciation Guidelines that are in use today.

DRUG SAFETY INSTITUTE (DSI) NONPROPRIETARY NAMING EXPERTS (Cont.)



Rhett Williamson, Ph.D.

Director, Medical Science, Nonproprietary Division - Drug Safety Institute

Dr. Williamson joined DSI - Miami, Nonproprietary Division as Technical Nomenclature Associate and was promoted to Director, Medical Science, Nonproprietary Division in 2019. Prior to joining DSI, he was a Research Scientist at Battelle Memorial Institute. He earned a B.S. in Chemistry with Forensic Science Specialization from The College of New Jersey and a Ph.D. in Chemistry with Forensic Track from Florida International University.



Georgeta N. Basturea, Ph.D., M.S.

Medical Science Associate, Nonproprietary Division - Drug Safety Institute

Dr. Basturea joined DSI - Miami, Nonproprietary Division as Medical Science Associate, Nonproprietary Division. Prior to joining DSI, she an Assistant Scientist and Senior Research Associate at the University of Miami. She earned a B.S. in Physics, M.S. in Biophysics from University of Bucharest, Romania and a Ph.D. in Biochemistry and Molecular Biology from the University of Miami.



Vanessa Nunes de Paiva, Ph.D., M.S.

Medical Science Associate, Nonproprietary Division - Drug Safety Institute

Dr. Nunes de Paiva joined DSI - Miami, Nonproprietary Division as Medical Science Associate, Nonproprietary Division. Prior to joining DSI, she was a Teaching Assistant at The Institute of Biomedical Sciences, USP, São Paulo, Brazil and Scientific Supervision University of Sao Paulo, Brazil. She earned a B.S. in Biomedicine and Master's Degree in Immunology, Lung & Kidney Disease from University of São Paulo, and a Ph.D. in Molecular Neuroscience from the University of Bonn, Germany.



Lisbeth Reyes, B.S.

Manager, Creative Projects, Nonproprietary Division - Drug Safety Institute

Ms. Reyes joined BI - Miami as part of Drug Safety Institute's (DSI) Nonproprietary Division as Technical Nomenclature Associate in 2010 and was promoted to Manager, Creative Projects, Nonproprietary Names in 2020. Prior to joining DSI, she crafted proprietary nomenclature in BI's Creative Department as a Creative Name Developer. She earned a B.S. in Microbiology/Chemistry from the University of Miami in Coral Gables, Florida, and applies her background and creative experience to craft nonproprietary names that seamlessly marry science and creativity.



Agustina De Francesco, Ph.D., M.S., B.Sc.

Technical Nomenclature Associate, Nonproprietary Division - Drug Safety Institute

Dr. De Francesco joined DSI - Miami, Nonproprietary Division as Technical Nomenclature Associate. Prior to joining DSI, she spent 11 years performing scientific research in developing detection methods and biotechnological tools to control diseases of citrus trees, with a strong publication record in the topic and two attempts of patent development. She earned a B.Sc. and M.S. in Biotechnology and Molecular Biology and a Ph.D. in Biological Sciences from Universidad Nacional de La Plata (UNLP), Argentina.



Jetsimary Garcia-Justiniano, M.S.

Nonproprietary Nomenclature Support - Drug Safety Institute

Ms. García-Justiniano joined DSI in a Nomenclature Support role within the Nonproprietary Names Division. Prior to joining DSI, she worked as a bioinformatic assistant at Ponce Health Sciences University. She earned B.S. degrees in Industrial Microbiology and Biology and a M.S. in Biomedical Sciences from the University of Puerto Rico at Mayaguez.

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