

# Pharma Middle East

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## BioMAP® human primary cell systems for improving drug discovery and development

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Improving the safety and efficacy of drug candidates that enter clinical development require assays that are more predictive of human outcomes. The BioMAP platform uses human primary cells to model complex aspects of disease and tissue biology and can be applied to better understand biological mechanisms that underlie drug efficacy and safety. Here we test Ibrutinib (PCI-32765), a Bruton's tyrosine kinase (BTK) inhibitor approved by the US FDA for B-cell malignancies, for biomarker activities in a broad range of human biology by profiling in the Diversity PLUS™ panel of 12 BioMAP systems and compare its activity profile to that of a highly selective BTK inhibitor, GDC-0834, and other reference compounds in the BioMAP database.

### Biography

Nadia Tagnaouti has completed her PhD in Neuroscience at the age of 27 in Hamburg University, Germany. She has joined DiscoveRx, an innovative Drug Discovery provider, in 2008 and focused her activities in building the European Business as well as extending the company's activities in Eastern Europe and the Middle East. While initial activities were mainly dealing with small molecules drug discovery, she has played an active role in broadening the usage of DiscoveRx Bioassays to Biologics and Biosimilars.

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