Bayer AG, headquartered in Leverkusen, Germany, is a global company with activities across four divisions: Animal Health, Pharmaceuticals, Consumer Care, and Medical Care. Recently, as part of a strategic realignment, the company has organized the “businesses into three subgroups that operate virtually independently and are fully aligned to their respective markets.” These three subgroups are Bayer HealthCare, Bayer CropScience, and Bayer MaterialScience. With a global workforce of 55,700 employees and representation in more than 100 countries, Bayer HealthCare will now include a dermatology unit (formerly Intendis Inc.) within its portfolio of Specialty Segments. The dermatology unit for the United States will be headquartered in Morristown, NJ. The dermatology unit of Bayer HealthCare remains committed to dermatology and its role in the larger Bayer HealthCare corporation, says US President and General Manager, William J. Griffing. “The name change from Intendis, Inc. to the dermatology unit of Bayer HealthCare represents a larger shift from a model focused on products to a broader, value-based approach to healthcare,” he adds.

“First and foremost, dermatology will now be recognized as a part of the global organization of Bayer HealthCare, but it will not lose the company’s (Intendis, Inc.) pioneering attitude with the name change,” Mr. Griffing says. Furthermore, he adds, the company, “remains dedicated to the dermatology community, providing a greater breadth of research and a broader development pipeline for patients’ and their physicians’ needs.”

Reiterating that the switch to Bayer HealthCare is a change in name but not attitude, Mr. Griffing says that the company’s values and culture will remain the same. “We have strong passion for dermatology. That’s what we do,” Mr. Griffing states. “We remain committed to the specialty.”
Bayer HealthCare’s primary dermatology products in the United States are Finacea (azelaic acid) gel 15% and Finacea PLUS (azelaic acid) gel 15% Kit indicated for rosacea, and Desonate (desonide) gel 0.05% indicated for atopic dermatitis. Among the strengths of the dermatology portfolio is “our unique and proprietary hydrogel technology that provides an innovative solution for a number of patient types and makes therapy much easier for them in terms of their daily routine,” Mr. Griffing says. “We are committed to our unique and proprietary hydrogel technology.”

In early 2011, Intendis launched one of the first Smartphone apps for patients with a dermatologic condition. The Rosacea App features various tools to help patients track their symptoms and triggers and communicate more effectively with their physician. Mr. Griffing says that Bayer HealthCare remains, “absolutely committed to leveraging technology so that patients may better manage their conditions. The technology within Smartphones and the applications patients can download allow patients to be empowered with a lot of information at their fingertips, he says. This can play a role in facilitating patient/physician conversations.

**History**

Bayer traces its history to 1863 when businessman Friedrich Bayer and master dyer Johann Friedrich Weskott established a dyestuffs factory in what is now Wuppertal, Germany. The company’s pharmaceutical division launched in 1888, and in 1898 the company trademarked the name Aspirin for acetylsalicylic acid.

A dozen years before the founding of Bayer, Ernst Christian Friedrich Schering founded the company that would become Schering AG (1851). An apothecary and industrialist, Schering focused on developing treatments for a range of conditions, including dermatologic diseases. After World War II, Schering was split to create Schering AG and a new subsidiary that merged with Plough to form Schering Plough. Founded in 2005 as a subsidiary of Schering AG, Intendis GmbH became part of the Bayer family with Bayer’s acquisition of Schering in 2006.

**Products and Pipeline**

In its third-quarter report, Bayer HealthCare indicated that the company was on track for five to seven percent organic sales growth for 2011. Bayer HealthCare’s five top-selling drugs worldwide in 2010 were: Betaferon/Betaseron, Yasmin/ YAZ/ Yasminelle, Kogenate, Nexavar, and Adalat. YAZ is approved in the US for the treatment of acne, and is commonly prescribed for this indication, particularly by dermatologists.

The pharmaceutical pipeline of Bayer HealthCare includes 19 agents in Phase III trials, with indications including multiple sclerosis, breast cancer, non-small cell lung cancer, contraception, CRVO, and Alzheimer’s PET imaging. Vardenafil is in Phase II trials for atopic dermatitis. The Dermatology Unit of Bayer HealthCare is developing a competitive pipeline of promising compounds with a focus on immunomodulatory and anti-inflammatory products for the treatment of dermatologic conditions such as atopic dermatitis, psoriasis and other related skin diseases.

“We are committed to continuing to bring innovative therapies to patients with rosacea and atopic dermatitis,” while also focusing on building a pipeline, Mr. Griffing says of the dermatology unit of Bayer HealthCare. Development in dermatology will focus on common presentations and patient needs with an eye toward developing “innovative solutions,” he says.