Beyond Efficacy

Enhancing the Patient Journey in Erectile Dysfunction Management

Sildenafil orodispersible film (ODF) - New Era of Patient Privacy in ED



Fast dissolving[1-4]

Easy to carry[2-3,5]

SAVE THE DATE

19:00 | 19 Nov 2026 (Thursday)

Grand Ballroom, Hyatt Regency,
Tsim Sha Tsui, Hong Kong

MELT INTO THE MOMENT

Beyond Efficacy: Enhancing the Patient Journey in Erectile Dysfunction Management
Sildenafil orodispersible film (ODF) - New Era of Patient Privacy in ED

SPEAKERS:

Dr. FONG, Yeung François



- CMO in private sexual health centre
- Honorary Clinical Assistant Professor, The University of Hong Kong
- Honorary Clinical Assistant Professor, The Chinese University of Hong Kong

Hong Kong-based clinician, researcher, and community advocate specializing in sexual medicine, STIs, and sex education.

Dr. JIANN, Bang Ping



- Director, Men's Health Center, Kaohsiung E-Da Dachang Hospital
- President, Taiwan Society of Andrology
- President, Asia-Pacific Society for Sexual Medicine
- Deputy Editor, Sexual Medicine Open Access

Taiwan-based urologist specializing in male sexual dysfunction, andrology, and sexual medicine.

MODERATOR:

Ms. Maggie LEUNG, Hoi Ning

TIME	AGENDA	SPEAKER
19:00-19:30	Registration	
19:30-19:40	Opening Speech	Ms. YAN, Jade (General Manager)
19:40-20:05	Understanding Today's ED Patients: Unmet Needs, Treatment Barriers and Patient Expectations	Dr. FONG Yeung, François
19:40	Dinner	
20:05-20:30	Sildenafil Orodispersible Film in Practice: Improving Convenience, Satisfaction, and Treatment Success	Dr. JIANN, Bang Ping
20:30-20:45	Q&A Forum	Dr. FONG and Dr. JIANN
20:45-21:00	Closing Remarks	Ms. MAK, Norris (Head of Ethical Channel)

Scan to register

CMO: chief medical officer; **ED:** erectile dysfunction; **ODF:** orodispersible film; **Q&A:** questions and answers; **STIs:** sexually transmitted infections

References: 1. Corona G, Cucinotta D, Di Lorenzo G, et al. The Italian Society of Andrology and Sexual Medicine (SIAMS), along with ten other Italian Scientific Societies, guidelines on the diagnosis and management of erectile dysfunction. J Endocrinol Invest. 2023;46(6):1241-1274. **2.** Shaw A, Lawrence TE, Yan T, et al. Bioequivalence studies of sildenafil citrate orodispersible film administered with and without water vs Viagra® film-coated tablets in healthy male volunteers. Curr Ther Res Clin Exp. 2023;99:100708. **3.** Karki S, Kim H, Na SJ, et al. Thin films as an emerging platform for drug delivery. Asian J of Pharm Sci. 2016;11(5):559–574. **4.** Jannini EA, Vignesh SO, Hassan T. Next-generation pharmaceuticals: the rise of sildenafil citrate ODF for the treatment of men with erectile dysfunction. Ther Deliv. 2025;16(4):365–378. **5.** Viagra® Orodispersible Films 50mg Prescribing Information: Version February 2026.

VIAGRA ORODISPERSIBLE FILMS SUMMARY OF PRODUCT INFORMATION

1. TRADE NAME: Viagra® Orodispersible Films 50 mg **2. PRESENTATION:** Thin pale red coloured orodispersible film. **3. INDICATIONS:** Viagra is indicated in adult men with erectile dysfunction, which is the inability to achieve or maintain a penile erection sufficient for satisfactory sexual performance. In order for Viagra to be effective, sexual stimulation is required. **4. DOSAGE:** The recommended dose is 50 mg taken, as needed, approximately 1 hour before sexual activity. Based on efficacy and tolerability, the dose may be increased to a maximum recommended dose of 100 mg or decreased to 25 mg. For patients requiring a dose increase to 100 mg, two 50 mg orodispersible films should be administered sequentially. The maximum recommended dosing frequency is once per day. **5. CONTRAINDICATIONS:** Hypersensitivity to the active substance or to any of the excipients. Co-administration with nitric oxide donors (such as amyl nitrite), or nitrates in any form, or PDE5 inhibitors, including sildenafil, with guanylate cyclase stimulators, such as riociguat. For whom sexual activity is inadvisable (e.g. patients with severe cardiovascular disorders such as unstable angina or severe cardiac failure). Patients who have loss of vision in one eye because of non-arteritic anterior ischaemic optic neuropathy (NAION). Severe hepatic impairment. Hypotension (blood pressure <90/50 mmHg). Recent history of stroke or myocardial infarction and known hereditary degenerative retinal disorders. **6. WARNINGS & PRECAUTIONS:** Prior to initiating any treatment for erectile dysfunction, physicians should consider the cardiovascular status of their patients since there is a degree of cardiac risk associated with sexual activity. Sildenafil has vasodilator properties resulting in mild and transient decreases in blood pressure. Patients with increased susceptibility to vasodilators include those with left ventricular outflow obstruction or rare syndrome of multiple system atrophy manifesting as severely impaired autonomic control of blood pressure. Serious cardiovascular events, including myocardial infarction, unstable angina, sudden cardiac death, ventricular arrhythmia, cerebrovascular haemorrhage, transient ischemic attack, hypertension and hypotension have been reported post-marketing in temporal association with the use of Viagra. Use with caution in patients with anatomical deformation of the penis (such as angulation, cavernosal fibrosis or Peyronie's disease), or in patients who have conditions which may predispose them to priapism (such as sickle cell anemia, multiple myeloma, or leukemia). Combination with other PDE5 inhibitors or pulmonary arterial hypertension (PAH) treatments is not recommended. NAION has been reported spontaneously and in an observational study in connection with the intake of sildenafil and other PDE5 inhibitors. Co-administration with ritonavir is not advised. Caution is advised when sildenafil is administered to patients taking an alpha-blocker. Sildenafil should be administered to patients with bleeding disorders or active peptic ulceration only after careful benefit-risk assessment. Viagra may have minor influence on the ability to drive and use machines. **7. INTERACTIONS:** CYP3A4 inhibitors (e.g. ketoconazole, erythromycin, cimetidine, ritonavir, saquinavir, traconazole). Grapefruit juice. Strong CYP3A4 inducers such as rifampin. Nicorandil. Nitric oxide donors or nitrates in any form. Riociguat. Alpha-blockers. Caution should be exercised when sildenafil is initiated in patients treated with sacubitril/valsartan. **8. PREGNANCY AND LACTATION:** Viagra is not indicated for use by women. There are no adequate and well-controlled studies in pregnant or lactating women. **9. SIDE EFFECTS:** Headache, flushing, dyspepsia, nasal congestion, dizziness, nausea, hot flush, visual colour distortions, visual disturbance, cyanopsia and vision blurred.

Reference: HK PI (Version: FEB 2026) Date of preparation: MAR2026 Identifier number: VIAF0326

FULL PRESCRIBING INFORMATION IS AVAILABLE UPON REQUEST.

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