# Daily News Monitor

28 May 2015

## IPR & Innovation

**National IPR Policy to be delayed further**, Business Standard - THE SMART INVESTOR - Delhi
The much-awaited National Intellectual Property Rights (IPR) Policy might be delayed further, with the draft getting stuck at the inter-ministerial consultation level and inputs from key ministries yet to come. The department of industrial policy and promotion (DIPP), under the ministry of commerce and industry, had prepared and circulated the draft policy and invited public comments last year. The draft is now with ministries, which were expected to respond with feedback by the middle of this month. **Ranjana Smetacek , director-general of the Organisation of Pharmaceutical Producers of India**, said the government should come out with a robust policy, after investing so much time on it. In its latest Special 301 IPR report, the US trade representative had again kept India under the category of 'Priority Watch List' and threatened to take "further actions" if the intellectual property climate does not improve.

**Similar reports have appeared in:**

Business Standard - THE SMART INVESTOR - Mumbai

Business Standard - THE SMART INVESTOR - Chennai

Business Standard - THE SMART INVESTOR - Bangalore

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**When patience is not a virtue**, Express Pharma - National
India once again made it to the Priority Watch list of the 2015 USTR Special 301 Report, but this year, the reaction from India's pharma industry was more measured. While industry associations **OPPI** and IDMA reacted along expected lines, a more nuanced reaction came from Dr Gopakumar G Nair as Chairman of IDMA's IPR Sub Committee. His opinion that 'S.3(d) has done its job' is bound to raise at least a few eyebrows among industry observers.

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## Ethics & Compliance

**Row over IMA nod for water purifier hots up**, The Times of India
A bunch of concerned doctors and members of the Indian Medical Association (IMA) have written a letter demanding an explanation from the IMA for its decision to 'validate' Kent water purifiers. The slew of advertisements released by Kent, in which it has prominently claimed that its products were 'validated', 'approved' or 'accepted' by IMA has led to a slug fest, especially in the online world, between groups of doctors arguing for and against IMA associating with Kent. The letter dated May 27 to IMA president Dr A Marthanda Pillai expressed shock over IMA's decision to 'validate' a particular brand of water purifiers. It stated that news regarding IMA's MoU (memorandum of understanding) with Kent shocked them as it had "brought the credibility of our prestigious organisation to the lowest level ever and we are upset by the public questioning on these issues". In doctors' discussion fora and on social media platforms, some doctors decried the falling ethical standards of the medical profession and asked why IMA was reducing doctors to "glorified salesmen for a water purifier company", while another bunch defended the IMA's decisions saying there was nothing illegal in IMA gathering funds to meet its aims and objectives as per its constitution.

**Similar reports have appeared in:**

The Tribune

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## Medical & Regulatory

**India successfully conclude Presidency of 68th World Health Assembly Global Action Plan on Anti-Microbial Resistance (AMR) adopted**, Business Standard
The Minister of Health & Family Welfare Shri Jagat Prakash Nadda successfully steered the proceedings of the 68th Session of the World Health Assembly in his capacity as its President. It was after a gap of 19 years that India assumed the Presidency of the World Health Assembly, the highest

decision making body of the World Health Organisation. The 68th WHA took place in Geneva from 18-26 May 2015. The significant outcome of the 68th World Health Assembly is the adoption of a Global Action Plan on Anti-Microbial Resistance (AMR) which prepares a blueprint with specific actions and timelines for WHO as well as Member States to address the growing threat of AMR. The UN General Assembly is expected to hold a high-level segment on AMR in 2016 to further highlight the need for comprehensive implementation of the Plan.

**Similar reports have appeared in:**

DNA India

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**Drug price rise an efficacious move?**, Express Pharma - National
Since the establishment of the concept of "essential medicines" by the World Health Organization (WHO), it has evolved and matured into a critically important element of national health system policies and practices. Essential medicines are those that satisfy the priority healthcare needs of the population, according to International Federation of Pharmaceutical Manufacturers and Associations (IFPMA). They are selected with due regard to public health relevance, evidence of efficacy and safety, and comparative cost-effectiveness. **Ranjana Smetacek, Director General, Organisation of Pharmaceutical Producers of India ( OPPI )** too agrees and says, "DPCO 2013 categorically lays down the guidelines for price revision, saying manufacturers can increase maximum retail price (MRP) of scheduled formulations once a year, in April, on the basis of the WPI of the preceding calendar year. Accordingly, the National Pharmaceutical Pricing Authority (NPPA) list has revised ceiling prices, taking into account the WPI for the preceding calendar year."

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**NPPA threatens action against companies yet to register in IPDMS**, Express Pharma - National
India's Drug price watch dog National Pharmaceutical Pricing Authority (NPPA) has issued a notice to all pharma associations warning that it will be constrained to take 'appropriate action' against their member companies who have yet to register in the Integrated Pharmaceutical Database Management System (IPDMS). Since NPPA will be launching this system shortly, it has urged the associations to 'impress upon their member companies to register themselves with the IPDMS immediately.' **Ranjana Smetacek, Director General, Organisation of Pharmaceutical Producers of India ( OPPI )** said, "We have also received the communication from the NPPA and have forwarded it to all our members. We are hoping that they will handle it on their own, as we won't be able to track individual companies' adherence to it."

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**DoP to meet stakeholders to finalise details on mandatory implementation of UCPMP**, Pharmabiz.com
Department of Pharmaceuticals (DoP) will meet stakeholders from the pharma and medical device industry on June 3, to finalise the matters pertaining to guidelines for the uniform code of pharmaceuticals marketing practices (UCPMP). The aim behind this meeting is to review and take a call on mandatorily implementing the norms for ethical marketing practices in these sectors, so as to curb the uncontrolled deceitful means adopted by some companies to market their products among medical practitioners.

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## Other News on Pharma

**Bring Down Exploitative Pricing of Heart Stents**, The New Indian Express
A study conducted by the Maharashtra drug regulator over six months has revealed that patients paid four to eight times the actual cost of import (Rs 25,000-Rs 40,000) of the heart stent, depending on its brand and type. This is a rip-off that sustains itself on poor supplies and the desperation of the buyer. The state drug regulator has asked the National Pharmaceutical Pricing Authority to list stents under the National List of Essential Medicines and bring them under price control.

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**Wish list for PM Modi's second year**, Express Pharma
Just as 2015 is a make or break year for PM Modi, this will be a decisive year for the pharma sector as well. Now that the milestone of PM Modi's first year in office is over and done with, let's make a to-do list for his second year in office. What do we hope he and his government will accomplish by May 16, 2016? Just as 2015 is a make or break year for PM Modi, this will be a decisive year for the pharma sector as well. The pharmaceutical industry would be hoping that the government relooks price control and rethinks decisions to reduce healthcare spend. In a similar vein, the government has had a somewhat ambiguous stand where IPR is concerned. Can we hope for a clearer indication of this government's stand on a key issue like IPR?

**State FDA to expedite compensation process in defective medical device recall case**, Pharmabiz.com

Against the backdrop of compensation related issues relating to inappropriate recall of metal-on-metal articular surface replacement (ASR) hip replacement implants in India, the Maharashtra Food and Drug Administration (FDA) is planning to expedite the process of compensating the patients in a timely manner. The state regulator has recently held discussions with the Johnson & Johnson Ltd subsidiary De Puy Orthopaedics Inc officials on the same.