

1. [Drug makers go the digital way, arm medical representatives with apps and tablets](#) –

Business Standard

Increasing digitalisation, which reflects a transformation from marketing skills based on bags and brochures, and gender diversity, are new catalysts for the pharmaceutical industry, according to speakers at a summit on human resources (HR) here.

"Marketing teams and sales forces in pharmaceutical industry are increasingly deploying advanced analytics to understand prescribing behaviour and potential patient profiles; reflecting the transformation from bags and brochures to digitalisation." Pharmaceutical companies are valuing non-traditional skill sets," OPPI President and Sanofi India Managing Director Shailesh Ayyangar said at the annual HR summit today.

2. [Digitalisation, gender diversity defining pharma play: Experts](#) -

Business Standard

Increasing digitalisation, which reflects a transformation from marketing skills based on bags and brochures, and gender diversity are new catalysts for the pharmaceutical industry, according to speakers at a summit on human resources (HR) here. Organisation of Pharmaceutical Producers of India's (OPPI) summit deliberated on HR imperatives for sales force management.

Similar reports-

- [Digitalisation, gender diversity defining pharma play: Experts](#) – India Today
- [Digitalisation, gender diversity defining pharma play: Experts](#) – Moneycontrol.com
- [Gender diversity & digitalization new catalysts for pharma industry: OPPI's HR Summit](#) – Pharmabiz.com

3. [Govt extends time frame of voluntary pharma marketing code](#) – **Business Standard**

Government has extended the time frame for voluntary uniform code for pharma marketing practices (UCPMP) that prevents unethical operations such as drug makers offering favours to doctors to prescribe their medicines in return.

1. [Drug makers go the digital way, arm medical representatives with apps and tablets](#) – Business Standard
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3. [Govt extends time frame of voluntary pharma marketing code](#) – Business Standard
4. [Drug price regulator NPPA brings 18 drugs under price control, taking the total to 467](#) – The Indian Express
5. [Govt plans eight mini labs at ports, airports to monitor drug quality](#) – Mint
6. [Blueprint for govt, private sector tie-up in health services](#) – Business Standard
7. [Primary care model for NCDs needed: WHO expert](#) – The Hindu
8. [Why more doctors are not the answer to India's health crisis](#) – The Economic Times
9. [Towards a national health policy](#) – The Hindu
10. [FDC to develop cost-effective processes for bulk drugs mfg](#) – Business Standard
11. [New drug approval process on the anvil](#) – Mint
12. [Tamil Nadu losing half of pharma units to northeast states](#) – The New Indian Express
13. [Lupin says looking at buyout opportunities in domestic market](#) – Mint
14. [CIPI urges DoP to direct expert panel to come out with clarity on pricing policy of patented drugs soon](#) – Pharmabiz.com
15. [PCI to track online inspections done by its inspectors to avoid delay in approval of institutes](#) – Pharmabiz.com

"It has been decided that the UCPMP also covering the medical devices industry which was implemented with effect from January 1, 2015 for a period of six months and which was last extended up to June 30, 2016 is hereby extended till further orders," Department of Pharmaceuticals (DoP) said in a notification.

Also reported by –

- [Govt extends time frame of voluntary pharma marketing code](#) – Daily News and Analysis
- [DoP extends voluntary implementation of UCPMP by pharma companies till further orders](#) – Pharmabiz.com

4. [Drug price regulator NPPA brings 18 drugs under price control, taking the total to 467](#) – The Indian Express

Government has slashed prices of 10 more drugs while bringing eight new medicines, including paracetamol, under price control for the first time in its bid to cap cost of over 800 plus formulations to make them affordable. Drug price regulator National Pharmaceutical Pricing Authority (NPPA) has reduced the prices of ten drugs, including of anti-coagulant enoxaparin and anti-epilepsy drug carbamazepine, in the range of 4.8 per cent to a tad over 23.3 per cent. On the other hand, medicines like paracetamol and antibiotics like cefadroxil and cefazolin have been brought under the price control ambit for the first time.

Similar reports-

- [Prices of 18 drugs slashed by up to 23%](#) – Business Standard
- [Drug Price Regulator Fixes Ceiling Price Of Another 18 Drugs, Taking The Total To 467](#) – Bloomberg Quint

5. [Govt plans eight mini labs at ports, airports to monitor drug quality](#) – Mint

The government intends to set up eight mini drug-testing laboratories across major ports and airports in the country to monitor the standards of imported and exported drugs and reduce the overall time spent on quality assessment, two health ministry officials said. Two of the eight mini labs are expected to come up at the major ports of Chennai and Navi Mumbai. The remaining six have been planned in or around the airports in Mumbai, Delhi, Kolkata, Hyderabad, Bengaluru and Ahmedabad.

6. [Blueprint for govt, private sector tie-up in health services](#) – Business Standard

Reiterating the government's commitment to deliver health services to each and every person, Union Minister J P Nadda has said the Centre intends to tie up with the private sector for it and a blueprint in this regard will be framed soon. "The Centre is working on an elaborate plan to roll out a blueprint for health services with the participation of the private sector in next two months and is committed to provide it to the last man of the society," Nadda said, delivering a lecture on 'Universal Healthcare: Forging Partnerships with the Private Sector' here last evening.

7. [Primary care model for NCDs needed: WHO expert](#) – The Hindu

Health is too important a subject to be left alone to doctors, says Cherian V. Varghese. A range of experts — system specialists, epidemiologists, public health experts and technocrats — should be brought in to devise better service delivery models, improve system capability at all levels and establish a good primary health care model, before any country can begin to show any gains on the health front, says Dr. Varghese, coordinator, non-communicable diseases (NCDs), WHO, Geneva.

8. [Why more doctors are not the answer to India's health crisis](#) – The Economic Times

It's rural areas and govt hospitals that need more medicos, and there's no evidence to suggest that graduates from for-profit colleges will bridge this gap. India faces an acute shortage of doctors and needs to desperately ramp up the output from medical colleges -that's the refrain of those arguing we need every kind of medical college we can have. The report prepared by a three-member committee of the Niti Aayog uses the same logic to push for allowing for-profit entities to set up medical colleges. But is this sound logic? Will more doctors mean better

healthcare for India's 1.3 billion? A closer look at the facts raises serious doubts. The shortage is more acute for doctors willing to work in the rural areas where almost 70 per cent of Indians live, or one who will work in government hospitals.

9. [Towards a national health policy – The Hindu](#)

The Supreme Court's order directing the Centre to ask States to end the oppressive practice of sterilising women in large camps is a timely reminder that the country must urgently adopt a rights-based health policy. Many course correction measures have been ordered by the court in the Devika Biswas public interest case, and if they are implemented vigorously, they can greatly improve women's welfare. Civil society can effectively monitor sterilisation activity, if, as the court has directed, the list of approved doctors at the State and regional levels and members of quality assurance committees, and details of compensation claims are publicised on the Internet.

10. [FDC to develop cost-effective processes for bulk drugs mfg – Business Standard](#)

[FDC Ltd](#), a fully integrated pharmaceutical company, plans to develop cost-effective processes to manufacture bulk drugs for export markets and produce clinical grade material in the R&D biotech process area. [FDC](#) is engaged in manufacturing and marketing of APIs and various types of finished formulations like tablets, capsules, granules, oral powders, oral liquids, external powders, creams, ophthalmics, and specialised infant foods. In the formulation segment, the company designs and develops products for various global markets, including the US and Europe.

11. [New drug approval process on the anvil – Mint](#)

The NITI Aayog has proposed sweeping changes to the approvals process in the pharmaceutical and medical research sector in order to encourage innovation. NITI Aayog, with the Prime Minister's Office in loop, has asked several ministries involved in the overall process of product (drug or vaccine) development, to streamline, update and simplify the process. "There is lack of predictable regulations and approval timelines for innovation in the medical sector," NITI Aayog said in a letter to the health ministry. It also directed the ministry to convene a meeting of all the ministries involved and move forward on restructuring the process of granting approvals and reviewing the regulatory process.

12. [Tamil Nadu losing half of pharma units to northeast states – The New Indian Express](#)

From being a forerunner in promotion of pharmaceutical industries, Tamil Nadu has reached a point where nearly half the industries have migrated to the North East due to change in tax policies. Over the last 10 years, nearly 40 out of the 100-odd drug manufacturers in the State moved their base to Himachal Pradesh and in recent times are relocating to Sikkim. Nearly 35 years ago, when M G Ramachandran was the Chief Minister of Tamil Nadu, it was reportedly the first State in the country to set up a 'pharma park' in Alathur on the Old Mahabalipuram Road near Siruthavur. Following this, the industry grew by leaps and bounds.

13. [Lupin says looking at buyout opportunities in domestic market – Mint](#)

After a series of acquisitions in overseas markets over the past two years, Lupin Ltd is looking at buyout opportunities in the domestic market to gain market share, said a top executive. These could be either domestic companies or product portfolios. "We would look at everything in India," said Nilesh Gupta, managing director at India's third largest drug maker. "It's the home market and we have the ability to grow the asset, whether it is a brand, regional company or OTC (over the counter) products." India accounts for around 29% of Lupin's revenues. The domestic pharmaceuticals market is expected to grow to \$55 billion in 2020 from \$20 billion now, according to a joint study by the Associated Chambers of Commerce and Industry of India (Assocham) and TechSci Research released in June 2016.

14. [CIPI urges DoP to direct expert panel to come out with clarity on pricing policy of patented drugs soon – Pharmabiz.com](#)

With an aim to ensure enhanced access to affordable medicines in the country, the Confederation of Indian Pharmaceutical Industry (CIPI) has urged the Department of

Pharmaceuticals (DoP) to direct the Group of Experts examining the pricing policy of patented drugs to come out with its recommendations soon for the sake of clarity on the front of accessibility and affordability. In 2013 DoP had set up a new inter-ministerial committee with four representatives each from the ministry of commerce, ministry of health, National Pharmaceutical Pricing Authority (NPPA) and one from the DoP itself to look into the pricing policy of patented drugs. The committee has not yet submitted its report.

15. [PCI to track online inspections done by its inspectors to avoid delay in approval of institutes](#) – [Pharmabiz.com](#)

The Pharmacy Council of India (PCI) will soon upgrade its website to track the inspections done by the PCI inspectors and to make the functioning of PCI inspectors transparent. The council came out with this thought after observing delay in the conduct of inspections by the PCI inspectors. It was noted that in many cases the approval process of the institutes gets delayed because in spite of council's repeated pursuance neither the inspectors are conducting the inspections nor intimating the council about their non availability to inspect.