OPPI Member Company Contributions to Improving Access to Health Care for Patients in India

OPPI member companies have a long history of contributing to improved health outcomes in India and around the globe by improving access to medicines, providing patient education, building health system capacity and by investing in research into new medicines for unmet needs. Research-based pharmaceutical companies and global health leaders are currently involved in more than 340 initiatives with more than 600 partners to help shape sustainable solutions that improve the health of all people.[1] In India, the programs below have touched over 16 million patients in rural areas, urban neighborhoods, specific states, and nationwide. The following is not a comprehensive list, but rather several examples to illustrate the types of programs that companies offer to help address India's health care challenges.[2]

Awareness, support, disease management, and education programs

Abbott A Promise for Life	**Making India Thyroid Aware initiative** is a partnership with the Indian Thyroid Society that has reached out to approximately 15 lakh people over the last 4 years through more than 17,000 diagnosis and education camps across India to provide thyroid tests at subsidized prices. **Abbott's Non-Communicable Disease awareness** collaboration with the Puducherry government increases awareness of NCDs like diabetes, hypertension and dyslipidemia, and implements initiatives to fight them and record their prevalence in Puducherry. This initiative is expected to impact health outcomes of nearly 700,000 people above the age of 30 years.
AstraZeneca	**AstraZeneca Young Health Programme** reached and treated 65,000 young, marginalized people as part of the company's global agenda to identify and address the needs of adolescents.
Bristol-Myers Squibb	**"Together on Diabetes"** invests USD 1 million for patient education and community mobilization. **Bristol-Myers Squibb Delivering Hope™** supports 12 programs in India to increase Hepatitis B and C awareness among the population and lay health care workers, especially in remote, rural areas. Efforts include disease education, vaccination and education on mother-to-child transmissions, sharing of prevention and management best practices. In Uttar Pradesh, the Initiative provides Hepatitis B education for school children. The Uttar Pradesh government has endorsed the program and will be an active partner in developing it across India's most populous state.
Daiichi-Sankyo	**Daiichi-Sankyo Mobile Health Care Clinics** provides mobile clinic vans with medical equipment and supplies for basic medical care, immunizations, maternal & child health services, health education, etc. The initiative has been implemented in India through the "Ranbaxy Community Health Care Society," a non-profit organization established by Ranbaxy.
Eisai	**Eisai Dementia Public-Private Partnership**, together with Apollo Hospitals, HelpAge India, and ARDSI, seeks to increase opportunities for improving the rate of prevention, screening, diagnosis, treatment, and support of dementia and depression among the elderly in India. The partnership hopes to make a contribution by raising awareness of dementia by supporting memory clinics across India, sharing educational materials, and providing better access to medicines for low- income elderly dementia and depression patients.
Johnson & Johnson	**Johnson & Johnson** provides healthcare services to 70,000 underserved patients. J&J's Mobile Health for Mothers provides free text messaging on prenatal care, appointment reminders, and calls from health coaches. Through J&J India's CINIASHA program, the company reached out to 30,000 urban slum dwellers who are underserved by government health programs.
MSD Be well	**MSD's SPARSH program**, available to patients taking Januvia® and Janumet® on recommendation of the prescribing physician, offers comprehensive diabetes management, including diet counseling, exercise counseling, education, and physician training. Around 25,000 patients have been referred for active counseling by physicians[3] and enrolled patients receive support from a dedicated Care Counselor. Currently, a team of 70 care-counselors provides services to over 15,000 patients and over 35,000 patients have received support since the start. The **Merck/MSD for Mother's** program will invest $10 million in India in Uttar Pradesh, Rajasthan, and Jharkhand to help lower maternal mortality to cover 500,000 women in India.

[1] See www.globalhealthprogress.org

[2] Note: Unless otherwise specified, examples come from a 2014 Albright Stonebridge Group Survey of PhRMA member companies or IFPMA's Developing World Partnership Directory, available at: http://partnerships.ifpma.org/partnership/novartis-comprehensive-leprosy-care-association-nclca.

[3] SPARSH Healthline website http://sparshmsd.com/.

Novartis is working to improve access to medicines and health education and awareness for rural poor people across ten states of India through its **Arogya Parivar Program**. Since 2010, more than 14 million villagers have attended health awareness sessions and 750,000 patients have been diagnosed in health camps organized by Novartis. Arogya Parivar offers education on diseases, treatment options and prevention as well as increased access to affordable medicines. Through Arogya Parivar, Novartis has established strong links with more than 60,000 doctors and pharmacies and has also set up direct distribution channels in order to ensure availability of medicines even in rural areas. The company is now targeting to provide education and professional development to 2,500 physicians through print modules with content approved by European CME CPD. The modules include courses on pneumonia and common respiratory illnesses, pain management and analgesics, arthritis and trauma, gynecology and focus on maternal and child growth and unmet needs (supplementation, iron/calcium deficiency).

Novo Nordisk, in collaboration with the WHO and ICMR, assisted with the development of the **National Diabetes Control Programme** which offers capacity building, public awareness, and establishment of foot clinics.

OPPI in partnership with the Government of Maharashtra, Rotary Club Mumbai, the Indian Medical Association, and a local NGO, launched a pilot project aimed at reduction of maternal mortality in the Jawhar Tribal area in Maharashtra. 46 camps have been organized at community clinics and hospitals with medicine support from OPPI members. Nearly 5,300 mothers have been given oral iron and calcium supplements. To date, health outcomes have improved for mothers participating in the program, with Hb levels increasing by as much as 180%.

Saath 7, **Sanofi's** patient support program in diabetes management, currently engages over 167,000 patients by connecting them with trained counselors who help patients understand their disease better.

Healthy Children Happy Children (HCHC) the largest student-led campaign for healthcare awareness, is an integrated program bringing together Public and Private Schools, NGOs and Sanofi. Through creative workshops on 8 identified health themes, the campaign has reached out to approximately 80000 children covering 200 schools in 4 cities (New Delhi, Mumbai, Hyderabad and Chennai).

Kids and Diabetes in School (KiDS) in partnership with IDF (International Diabetes Federation) and PHFI (Public Health Foundation of India) aims to foster a school environment that creates a better understanding of diabetes and supports children with this condition. Training is currently underway with information packs available in Hindi and English.

Patient assistance programs to provide free/subsidized medicines to patients

Bayer's Patient Assistance Program[4] for Nexavar®, a liver and kidney cancer medicine, provides treatment at about a tenth of the regular pharmacy price for the complete duration of the treatment. The treating oncologist determines not only that the patient should be treated with Nexavar, but also whether a patient's financial situation warrants inclusion in the program. Bayer accepts all patients in to their program that are recommended by their oncologists. Just over 70% of Nexavar patients in India were enrolled in the patient assistance program in 2012.

Through its full donation programs, **Novartis** provides its cancer medicine Glivec free of charge to 95% of patients prescribed the drug in India, currently more than 16,500 patients.[5] The remaining 5% of patients are either reimbursed, insured, or participate in a very generous co-pay program. Since Novartis began its first donation program in 2002, the company has donated Glivec prescriptions valued at more than 1.7 billion dollars to patients in India.

Pfizer's Patient Assistance Program has provided free or highly subsidized medicines to over 25,000 patients across 5 patient assistance programs. Pfizer's access program provides medically eligible patients with cancer treatment options based on socio-economic criteria. 62% of eligible cancer patients are treated with Sutent® and 80% of these patients receive a complete or partial subsidy. The program also offers education on managing the disease and treatment, counseling for patients and their families, and in some cases, patients receive nutritional support as well.[6]

India Charitable Access Program (INCAP): Through this program, the Company (Genzyme) provides its 4 enzyme replacement therapies at no cost to patients who do not have insurance cover. The program has reached out to more than 110 patients so far.

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[4] Bloomberg, "Bayer to Appeal India Ruling That Allows Copy of Cancer Drug." March 4, 2013. Available at: http://www.bloomberg.com/news/2013-03-04/bayer-to-appeal-india-ruling-that-allows-copy-of-cancer-drug.html

[5] Novartis media release, April 1, 2013. "Supreme Court denial of Glivec patent clarifies limited intellectual property protection and discourages future innovation in India." Available at: http://www.novartis.com/newsroom/media-releases/en/2013/1689290.shtml

[6] Written Testimony of Roy F. Waldron, Chief Intellectual Property Counsel, Pfizer Inc., Before the House Committee on Ways and Means Subcommittee on Trade, Hearing on U.S.-India Trade Relations: Opportunities and Challenges, March 13, 2013.

Targeting communicable diseases

Eisai has distributed *free diethylcarbazamine tablets* to 250 million people across the developing world, including India, in line with its commitment to help WHO in its global effort to eliminate lymphatic filariasis in targeted developing and emerging countries.[7]

Niramaya Arogya Dham provides care to 300 children with HIV/AIDS.

The **Eli Lilly MDR-TB Partnership[8],** created in 2003, is a public/private initiative offering education, training, and improved care to people worldwide who have fallen victim to deadly multidrug-resistant tuberculosis. Working alongside international organizations, Indian tuberculosis programs, and local NGOs, the Partnership has worked to promote community support and patient advocacy; implement MDR-TB care and training programs and strengthen surveillance of drug resistance; transfer Lilly drug manufacturing technology to local pharmaceutical companies; and collaborate with policy makers to raise awareness and prevent the spread of MDR-TB.[9]

Novartis Comprehensive Leprosy Care Association (NCLCA) provides comprehensive care (prevention and treatment of leprosy-related disabilities) for leprosy patients, trains health workers and supports former leprosy patients in reintegration into society. NCLCA reaches 800-1,000 patients every year. The adoption of the NCLCA's modalities – such as grip aids, self-care kits and health education booklets – by the Indian government has increased impact even beyond these numbers. Nearly 28,000 self-care kits have been distributed to patients through the Indian National Leprosy Eradication Program.

Through its **Global Polio Eradication Initiative**, Sanofi Pasteur has been a leading provider of polio vaccines and a partner in the Global Polio Eradication Initiative since it was launched by WHO in 1988. In early 2013, Sanofi announced its commitment to provide 1.7 billion doses of oral polio vaccine to support the Global Polio Eradication Initiative's strategy to eradicate polio this decade.[10]

Training the health care workforce

Abbott's Young Doctors Program is a scientific platform for interaction and engagement of young doctors on diverse subjects like Clinical Trials, Pharmacovigilance, medico-legal aspects etc. Last year the program touched over 5,000 young doctors from about 50 medical colleges across India.

GlaxoSmithKline's Nurse Training program is committed to increasing the number of skilled nurses to provide patient care in the Tamil Nadu region. In the aftermath of the devastating Indian Ocean tsunami of 2004, GSK committed USD $133,509 of funding from June 2007 to June 2009 to help Sri Ramakrishna Math, a local NGO in the Chennai region of Tamil Nadu, to enroll an additional 420 local girls in its Nursing Training Course. The girls are selected from very poor, outlying agricultural and fishing villages. In most cases, they are the first in their families to receive higher education and the nurse training gives them hope of employment outside the traditional community industries.

Pfizer Global Health Fellows program places Pfizer's highly skilled colleagues in short-term individual and team-based fellowships with leading international health organizations to strengthen health service delivery in emerging and developing markets, including India. During assignments Fellows transfer their professional medical and business expertise in ways that promote access, quality and efficiency of health services. Since its launch in 2003, the program has fielded 300 Fellows who have worked in over 40 countries. In 2012-13 the program will focus primarily on optimizing supply chains and scaling up health prevention programs in China, India, East Africa and Latin America. 100% of NGO partners participating in the program reported that Pfizer fellows helped to accelerate sustainable change in their health service delivery efforts.

[7] http://www.news-medical.net/news/20131029/Eisai-supplies-diethylcarbamazine-citrate-100-mg-tablets-to-WHO.aspx

[8] http://www.lilly.com/Responsibility/access-to-medicines/lilly-mdr-tb-partnership/Pages/technology-transfer.aspx

[9] Norris, Jeremiah et. al., *The Pharmaceutical Industry's Contributions to the United Nations Millennium Development Goals*, Hudson Institute Center for Science in Public Policy Economic Policy/Briefing Paper, 16 (2013). Available at: http://www.hudson.org/files/documents/ThePharmaceuticalIndustry_sContributionstotheUNMillenniumDevelopmentGoals.pdf.

[10] Sanofi Pasteur, "Sanofi Pasteur to Provide 1.7 Billion Doses of Oral PolioVaccine from 2013 to 2017 for Polio Eradication" April 24, 2013. Available at: http://www.sanofipasteur.com/articles/file/1231-sanofi-pasteur-to-provide-billion-doses-of-oral-polio-vaccine-from-to-for-polio-eradication

Infection control programs in ICU: This program undertakes the training of paramedics to control infections in ICUs therefore preventing complications. From its inception in 2011, the program has trained more than 2000 paramedics.

Sanofi's Prayas aims to improve health care in rural India by mentoring doctors in quicker diagnosis and competent treatment of disease. Prayas enables primary level physicians (mentees) to receive training from Key Opinion Leaders (mentors), thus establishing a knowledge-based link between them. Four regional Prayas Expert Groups comprised of top clinicians are certifying the content of ongoing emergency medicine modules and also helping to seek regional/local collaborations. Experts' specialties include chest medicine, cardiology, pediatrics, gastroenterology, diabetes, critical care, internal & community medicine. The trainers (mentors) travel to rural clusters every 8-10 weeks and conduct training programs for primary care practitioners. To complement this program, Sanofi also makes available certain medicines at subsidized rates for rural populations. Prayas currently has a network of 400 mentors and 5,500 mentees. Sanofi's goal is to empower at least 150,000 doctors across 60,000 towns and villages of India by 2015.

Training the health care workforce

AstraZeneca Infectious Disease Institute in Bangalore[11] employs local research expertise, and concentrates its research agenda on the causes of disease within India. The institute creates infrastructure and builds Indian capacity for research into neglected tropical diseases and other infectious diseases that are endemic to India. AstraZeneca committed more than $40 million over 5 years to operate the institute with cutting-edge laboratory equipment.

Bristol-Myers Squibb and Biocon have an agreement where Biocon provides BMS R&D capabilities to help the latter increase its scope of pharmaceutical development in India.

The Bristol-Myers Squibb Technology Transfer and ARV Licensing Agreement, established in 2001, seeks to expand access to medicine for HIV/AIDS patients in sub-Saharan Africa and India by ensuring access to a high-quality product supported by local expertise, supply, and infrastructure, including training personnel at BMS facilities and their respective manufacturing sites in Africa and India.

Eli Lilly and Suven Life Sciences Ltd. have partnered for R&D in the therapeutic area of central nervous system disorders.

GSK and Biological E (an Indian vaccine company) have embarked on 50:50 joint venture for early stage research and development of a six-in-one combination pediatric vaccine to help protect children in India and other developing countries from polio and other infectious diseases.

Merck Serono and Dr. Reddy's Laboratories have agreed to co-development of a portfolio of biosimilar compounds to treat cancer.

The MSD Wellcome Trust Hilleman Laboratories[12] is a research and development joint venture based in India between a research charity and a pharmaceutical company and is committed to developing high impact, affordable vaccines for people in developing countries in an innovative and sustainable manner. Started in 2009, the joint venture created a separate entity with equally shared funding and decision-making rights. The Hilleman Laboratories will engage and partner with a broad range of experts in vaccine research, policy and manufacturing to develop and mature its R&D pipeline. Examples of the type of research include developing formulation innovations which affordably enhance shipping, storage, administration and disposal of vaccines, all key issues which currently limit the impact of vaccines in low-income countries.

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[11] Norris, Jeremiah et. al., *The Pharmaceutical Industry's Contributions to the United Nations Millennium Development Goals*, Hudson Institute Center for Science in Public Policy Economic Policy/Briefing Paper, 16 (2013). Available at: http://www.hudson.org/files/documents/ThePharmaceuticalIndustry_sContributionstotheUNMillenniumDevelopmentGoals.pdf.

[12] www.hillemanlabs.org/