



News Updates: December 27, 2013

OPPI Mention

Headline: 'Docs, govt need to come together to curb diseases'

Publication: Hindustan Times

Edition: Mumbai

Date: December 27, 2013

Page: 4

Scan of the report below for your reference: *(link not available)*

Headline: [Half of world's tropical disease cases in India](#)

Publication: Financial Chronicle

Edition: National

Journalist: Soumonty Kanungo

Date: December 27, 2013

Page: 1 & 8

With 58 per cent leprosy cases, 40 per cent lymphatic filariasis and 34 per cent of all dengue cases globally, India has the highest burden of neglected tropical diseases (NTDs) in the world.

Also, over half of the 17 World Health Organisation (WHO) classified NTDs are still at endemic levels in the country, which include visceral leishmaniasis (kala azar) and soil-transmitted helminthes.

There is an urgent need, therefore, to accelerate research and development for new tools, medicines and indigenous tests to eradicate the NTDs that affect millions of Indians every year. It is towards that end that Global Health Progress, Organisation of Pharmaceutical Producers of India (OPPI) and International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) recently came together to launch an initiative called "Partnering for Success — Reducing India's Burden of Neglected Tropical Diseases," followed by a report, Action on Neglected Tropical Diseases.

The report estimates that nearly 290 million people are infected, and a significant proportion of those afflicted, especially children, may be simultaneously infected with more than one NTD. "In addition to making life extremely difficult for many of India's poorest populations, such a tremendous disease burden has the doubly lethal affect of huge economic losses in a population that already lives on less than \$2 dollars a day," it added.

NTDs are a diverse set of bacterial, viral, and parasitic pathogens that collectively cause significant illness and debilitation, primarily in impoverished communities of low and middle-income countries.

Traditionally, these diseases have been overlooked or under-resourced compared with other higher-mortality diseases and, as a result, afflicted patients have been under-diagnosed and under-treated.

The WHO has grouped 17 diseases under the NTD banner that collectively affect over one billion people worldwide and are endemic in 149 countries.

The report also said: "Over the past few years, the commitment of the international community in addressing NTDs has grown. Largely catalysed by the WHO's 2020 Roadmap on NTDs, the 2012 London Declaration and most recently the 2013 World Health Assembly resolution addressing all 17 NTDs, India and other countries have accelerated efforts to address these tropical diseases. However, despite increased commitment, several challenges remain, including those of understanding the full burden of NTDs in the country; reaching the poorest and most marginalised populations with quality tools and

services; increasing research and development for NTDs; applying best practices and integrating services; and, building and sustaining political and economic support.”

It further said that many NTDs lack point-of-care diagnostic tools and require laboratory-intensive methods to definitively diagnose. “Increasing R&D for innovative diagnostic tools is essential to improve understanding of the full NTD burden. Furthermore, strengthening existing surveillance programmes will not only help facilitate understanding the true incidence and prevalence of NTDs but can help treatment programmes to effectively reach high burden areas,” the report added.

According to doctors, the neglect towards such diseases is because lack of awareness. Dr Sanjeev Mehta, senior chest physician with Mumbai’s Lilavati Hospital, says, “It is common practice to deal with more common ailments such as tuberculosis than the less common, but equally severe, NTDs.” Also, the common man does not have the right kind of awareness and government schemes or resources never end up reaching him, Mehta adds.

Publication: Business Standard

Edition: Online (B2B Connect)

Date: December 26, 2013

Headline: [OPPI, IFPMA and GHP launch initiative to eradicate neglected tropical diseases in India](#)

Synopsis: Organisation of Pharmaceutical Producers of India (OPPI) has joined hands with Global Health Progress (GHP) and International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) to launch an initiative aimed at eradication of Neglected Tropical Diseases (NTDs) in India. Leading the global fight against neglected tropical diseases, India is moving to strengthen efforts to eradicate the neglected tropical diseases such as dengue, visceral leishmaniasis (Kala azar), soil-transmitted Helminths, among others that affect millions of Indians every year especially children. There is urgent need to accelerate research and development for new tools, medicines and indigenous tests that target pathogen strains that are locally prevalent and adopt and accelerate strategies to reach the poorest and most marginalized populations who are most afflicted by NTDs.

FDI / Foreign Investment in Pharma / M&As in Pharma

Publication: The Economic Times

Edition: National (Reproduced from PTI)

Date: December 27, 2013

Headline: [Elder Pharma to enter new therapeutics areas to drive growth](#)

Synopsis: After the Torrent Pharmaceutical deal, pharma firm Elder Pharmaceutical would focus on brand building and enter new therapeutics areas to drive growth. "After Torrent Pharmaceuticals' 2,004-crore acquisition deal, Elder Pharmaceuticals Ltd (EPL) plans to concentrate and build on its domestic business of anti-infectives, strengthen in-licence portfolio and grow its business in the UK and in Europe. It is also exploring the possibility of entering new therapeutics areas," statement said here on Thursday.

Publication: Mint

Edition: National

Date: December 27, 2013

Headline: [Sales rebound holds out hope for pharma](#)

Synopsis: India’s pharmaceuticals industry saw local sales rebound in November after slowing in the first 10 months of 2013 because of regulatory, pricing and trading-related uncertainties, holding out hope that the prospects of drug makers in the world’s second most populous nation will improve in the next 12 months. The Rs.77,834 crore pharmaceuticals market in India grew at a historically highest average—or the average of the highest market growth in the past four-five years—of 13.8% in November, after declining for the first time in six years in September because of issues related to the implementation of the new price control order, according to drug market researcher IMS Health. The pharmaceutical industry, which is typically unaffected by a slowing economy or recession, saw sales in India shrink by 1.8%

in September. Sales grew at a sluggish 9% till November, slower than 12 -14% in the year earlier.

FDA / Drug Regulatory / DCGI / Pharma Policy

Publication: DNA

Edition: National

Date: December 27, 2013

Headline: [Trade body opposes plan to ban medicines in PET packs](#)

Synopsis: PET Container Manufacturers' Association (PCMA) has strongly opposed the recommendation on banning the usage of polyethylene terephthalate (PET) containers for packaging of pharmaceutical products. Dismissing the recommendations of the Union Health Ministry's Drug Technical Advisory Board (DTAB), the association has termed its view as unjust and baseless. In a note on Thursday, the industry body, PCMA, said the recommendation demonstrates a lack of knowledge about the impact of PET packaging for pharmaceutical products. The PCMA note said the view held by DTAB that the packaging contaminates the medicine with chemicals was baseless. The association said DTAB has totally ignored the fact that PET is a legally accepted packaging material globally.

Publication: Pharmabiz

Edition: Online

Date: December 27, 2013

Headline: [Implementation of Indian Pharmacopoeia 2014 postponed to April, 2014](#)

Synopsis: The Indian Pharmacopoeia 2014, which was released some time back, will be implemented only from April 1, 2014, thus giving more time to the industry to adopt the changes. The original plan was to make it in force from January 1. There were many requests from industry to postpone the implementation because of the practical difficulties. This has prompted the Indian Pharmacopoeia Commission to delay the implementation, said Drugs Controller General of India (DCGI) Dr G N Singh, who is also the secretary of the IPC. The new IPC had extended its scope by including the products of biotechnology, indigenous herbs, herbal products and veterinary vaccines. The seventh edition of pharmacopoeia, brought out by the Indian Pharmacopoeia Commission, also has additional antiretroviral drugs and formulations, inclusive of commonly used fixed-dose combinations. Standards for new drugs and drugs used under National Health Programmes are added and the drugs as well as their formulations not in use these days are omitted from this edition.

Patents / Intellectual Property Rights / Compulsory Drug Licensing

Publication: The Times of India

Edition: National

Date: December 27, 2013

Headline: [Traditional knowledge, culture can be patented](#)

Synopsis: Traditional Knowledge (TK) and Traditional Cultural Expression (TCE) reflecting a community's cultural and social identity, handed down generations, may soon be recognized as a form of intellectual property. TK and TCEs are innovations and creative expressions of local communities and products of creative intellectual activity, which need to be protected and safeguarded to prevent their misuse. The move has a special relevance for India in its pursuit of protecting and safeguarding its traditional healthcare and rich cultural heritage, given the fact that it has faced such disputes in the past. Several patents based on Indian TK have been unduly granted to third parties throughout the world. Calls for the protection of traditional medical knowledge are often based on a number of cases involving misappropriation by unauthorized third parties, who have patented compounds derived from traditional medicines without the prior consent of traditional medical knowledge holders, and without fair compensation. Examples of patents based on traditional Indian medicine have included the use of turmeric for healing wounds, the anti-fungal properties of neem, and a diabetes medicine made from extract of jamun. All three patents were subsequently revoked.

Drug Pricing

Publication: The Economic Times

Edition: National

Date: December 27, 2013

Headline: [New US norms on statins to help Indian drug firms](#)

Synopsis: Indian pharmaceutical companies may have struck a vein of revenue worth billions of dollars because of new recommendations in the US which could result in increased prescriptions of cholesterol-fighting statins. The guidelines announced in November by the American College of Cardiology and the American Heart Association advise that people with 7.5% or higher risk for heart attack be prescribed statins as against the existing guideline of a 20% or higher risk rate. This is expected to double statin usage in the US from the existing 36 million. A representative of Dr Reddy's Laboratories, India's second-largest drugmaker, said the company is "conscious of this guidance (new statin usage guidelines) and watching the dissemination of any changes in the practice by various physicians."

Clinical Trials

Publication: The Hindu Business Line

Edition: National

Date: December 27, 2013

Headline: [Clinical trials: No magic prescription](#)

Synopsis: April marked a crucial month in healthcare, as the Supreme Court (SC) delivered its much-awaited judgment on Novartis AG's blood cancer drug Glivec. The apex court dismissed Swiss drug-maker Novartis' application to patent its drug, and the judgment was this year's show-stopper, with global ramifications for patients and the pharmaceutical industry. In fact, litigation was the common thread this year, across developments affecting the industry – be it price control, clinical trials or patent protection. And many of these legal battles are scheduled to roll over into 2014. Though domestic and multinational companies saw mixed fortunes at different courts in terms of rulings, the interesting feature this year was that companies fought each other. So, domestic firm Cipla Ltd and multinational Pfizer Inc fought over liver and kidney cancer drug Sunitinib. But Merck and Co Inc and Sun Pharmaceutical Industries Ltd fought on the same side of diabetes drug Sitagliptin, with Glenmark Pharmaceuticals Ltd on the opposing side. And on breast cancer drug lapatinib, GlaxoSmithKline Plc fought fellow multinational Fresenius Kabi, a generic drugs maker. The only silver lining is that patients hopefully benefit from the outcome.

Publication: DNA

Edition: National (Editorial)

Date: December 27, 2013

Headline: [Error in clinical trials](#)

Synopsis: For too long, a weak regulatory regime incentivised foreign pharma companies to conduct clinical trials by exploiting poor participants and violating safety norms. The power of public interest litigation to rectify a patently unjust system has been proven once again by the Supreme Court's decisive intervention in clinical trials since late 2012. Earlier this year, the health ministry informed the Rajya Sabha that 2,868 deaths occurred during clinical trials between 2005 and 2012, but only 89 deaths had been attributed directly to the trials. Of these only 45 were compensated, the House was told. Activists allege that the confirmed deaths have been grossly under-reported and that research companies exploited participants' poverty and illiteracy, thus undermining the concept of informed consent.

General Industry

Publication: Business Standard

Edition: National

Date: December 27, 2013

Headline: [We can grab a much larger share of global generic drug market: Dilip Shanghvi](#)

Synopsis: Sun Pharmaceutical, Business Standard's Company of the Year 2013, is not known to make

headlines by launching new blockbuster molecules. Yet, it has emerged one of India's largest drug makers and is among the world's 10 most valuable pharma companies. Founder & Managing Director Dilip Shanghvi, however, says there is still a lot to do. He wants the company to grow much faster than competition. In an exclusive interview with Krishna Kant & Reghu Balakrishnan, the low-profile CEO talks about his road map.

Publication: The Times of India

Edition: New Delhi

Date: December 27, 2013

Headline: [Cabinet okays National Cancer Institute in Haryana](#)

Synopsis: The Union Cabinet on Thursday approved the setting up of a 710-bed National Cancer Institute (NCI) in Jhajjar, Haryana. The institute is expected to address the gap of cancer research and lessen the deficit of tertiary care in the northern region. Cancer has emerged as a major public health concern with 11 lakh new cases diagnosed with a mortality rate of 5.5 lakh every year. The institute will come up in the All India Institute of Medical Sciences (AIIMS) campus at Jhajjar and is estimated to be completed in 45 months at a cost Rs 2,035 crore. An official statement said there had been a lag of cancer treatment facilities in India, compared to WHO standards which require one radiotherapy machine per million population. India at present has 0.41 machine per million population.

Also appeared in

Deccan Herald: [National Cancer Institute to be set up in Haryana](#)

Publication: The Times of India

Edition: National (Reproduced from IANS)

Date: December 27, 2013

Headline: [Vaccination key to combat cervical cancer](#)

Synopsis: Cervical cancer is the second most common cancer in women and is responsible for nearly 10 per cent of cancer deaths in women - particularly in developing countries. In India, it kills over 74,000 women every year. Now, researchers have completed a systematic and comprehensive genomic analysis of cervical cancer in two different populations - identifying recurrent genetic mutations that were not previously found in cervical cancer. The findings also capture the role that human papillomavirus (HPV), a common viral infection of the reproductive tract, plays in the development of cervical cancer.

Publication: The Times of India

Edition: National (Reproduced from PTI)

Date: December 27, 2013

Headline: [Scientists identify potential drug to block AIDS](#)

Synopsis: Scientists have identified an existing anti-inflammatory drug that in laboratory tests blocked the death of immune system's cells which occurs as an HIV infection leads to AIDS. Researchers are planning a Phase 2 clinical trial to determine if this drug or a similar drug can prevent HIV-infected people from developing AIDS and related conditions. Scientists at the Gladstone Institutes identified the precise chain of molecular events in the human body that drives the death of most of the immune system's CD4 T cells as an HIV infection leads to AIDS. Two separate journal articles, published simultaneously in Nature and Science, detailed the research from the laboratory of Warner C Greene, who directs virology and immunology research at Gladstone, an independent biomedical-research nonprofit based in San Francisco.

Publication: The Hindu

Edition: National

Date: December 27, 2013

Headline: [Health Ministry disquiet over rejection of tableau on polio](#)

Synopsis: The proposal was rejected by the Defence Ministry's Expert Committee. There is disquiet in the Union Health and Family Welfare Ministry after Defence Ministry rejected its Republic Day Parade tableaux depicting India's achievement in eradicating polio was found "unsuitable" on account of thematic and creative content. The proposal was rejected by the Defence Ministry's Expert Committee — comprising eminent persons from various fields — even after Health Minister Ghulam Nabi Azad is said to have personally spoken to his counterpart in the Defence Ministry. On his part, the Defence Minister A.K. Antony is said to have told Mr. Azad that he had no say in the matter of selection. This was followed by intervention at various levels, but without success. The Health Ministry was keen to project polio-free India as a major achievement of the United Progressive Alliance (UPA). More so, because on January 11 next year India would complete three years without reporting any case of polio. Also, it is only the second time in the history that a disease is being eliminated from the earth through immunisation.

Publication: The Hindu

Edition: Chennai

Date: December 27, 2013

Headline: [Use antibiotics rationally: Nobel laureate](#)

Synopsis: Venkatraman Ramakrishnan said overuse of these drugs spreads resistance. "Good hygiene can control infections far more than an antibiotic can do," said Nobel laureate Venkatraman Ramakrishnan, while speaking at Sankara Nethralaya hospital in the city on Thursday. The structural biologist, who shared the 2009 Nobel Prize in chemistry with Thomas A. Steitz and Ada E. Yonath for 'studies of the structure and function of the ribosome,' spoke about the importance of curbing the spread of infectious diseases, the challenges in drug discovery and also advocated the rational use of antibiotics. During his interaction with the audience, he spoke about how the irrational use of antibiotics encourages the spread of resistance. "There is a huge overuse of antibiotics because people will have a headache or flu or cold and they want to take antibiotics to cure themselves," he said, also speaking against over-the-counter sales of antibiotics in India.

Publication: Moneylife

Edition: Online

Date: December 27, 2013

Headline: [Noted Healthcare Industry Experts and Medical Professionals to Receive Pharmaleaders 2013 Power Brand Awards](#)

Synopsis: Incredible Pharmaleaders 2013 – "Pushing India's Growth Agenda—" is the theme at the historic edition of the 6th Annual Pharmaceutical Leadership Summit & Pharmaleaders Business Leadership Awards 2013. Entering in its 6th Year, the much anticipated & awaited prestigious title is attempting to revisit the current state of affairs & the pressure of building brands & most importantly, maintaining the sustainable growth record in an era where Government's policy making machine making a difficult task to the thinking process & the strategies to retain market dominance.

Innovation

Publication: The Hindu Business Line

Edition: National

Date: December 27, 2013

Headline: [Piramal's 104 helpline delivers health to India's rural masses](#)

Synopsis: Anusyabai Pawar from Khandala, Satara, was frantic. She was about to deliver her first child, and no gynaecologist near her home in the hilly region had conducted a Caesarean section. A call was placed to the 104 helpline, and following the guidance on the procedures to be followed, the baby was delivered safely. 70 million callers More than the new mother, there was another individual several miles away in Mumbai who was delighted at the safe delivery. Swati Piramal, Vice-Chairperson, Piramal Enterprises, was elated that the new mother was among the 70 million callers to be advised by the company's Health Management and Research Institute's (HMRI) 104 health helpline.

Publication: The Financial Express

Edition: National

Date: December 27, 2013

Headline: [A clean bill of health](#)

Synopsis: The health insurance industry has witnessed consistent growth since its launch in 1986, more so after the liberalisation of the insurance sector in 2000. The growth has been especially magnificent in the last five years, following the advent of standalone health insurers and various government-sponsored health insurance schemes. In 2013, the health insurance industry got a great fillip, with several noteworthy events making the news headlines. More awareness & relevance: Most people are yet to accept insurance as a tool for financing healthcare expenses. They usually procrastinate when it comes to buying health insurance unless faced with a challenging situation. To counter this, GIC and the Insurance Regulatory and Development Authority (Irda) launched a comprehensive marketing media campaign aimed at boosting awareness across different segments of the population. This effort, we believe, will aid the growth of awareness in the long run, and help health insurance evolve as an important financial tool.

Publication: Business Standard

Edition: National

Date: December 27, 2013

Headline: [Health insurance grid might cut costs for getting covered](#)

Synopsis: The Insurance Information Bureau (IIB), along with the Insurance Regulatory and Development Authority (Irda), plans to engage with hospitals, insurance companies and third-party administrators (TPAs) to maintain a health insurance and information grid. This, say insurers, will enable them to plug the loopholes in the health insurance space. The first step that has been taken by IIB is to bring out unique identity numbers for hospitals. This would enable insurers to engage only with those hospitals that have been registered. "There have been instances wherein there are two or more hospitals with the same name. Unique identity numbers will enable us to plug the loophole. In the long run, since data will be transparent, health insurance charges can also be capped," said the chief executive of a private general insurance firm.