



News Updates: July 3, 2014

OPPI

Publication: Business Standard B2B Connect

Edition: Online

Date: July 2, 2014

Headline: [Need to balance innovation with affordability of pharma products: OPPI](#)

Synopsis: A holistic approach is needed to expand healthcare in India and OPPI believes that there is a need to balance innovation with access and affordability, within a robust IP environment. The BJP manifesto had laid out the vision of universal healthcare that is not only accessible and affordable but also effective and reduces the OOP (out-of-pocket) spending for the common man. In his Pre-Budget meeting with States and UT Finance Ministers, Arun Jaitley, the Union Finance Minister had also emphasised the importance of healthcare access and quality. He recognised that not only do we need to improve healthcare access but also ensure a quantum jump in the quality of health services at an affordable price. OPPI's pre-budget memorandum has outlined various expectations.

Publication: The Pharma Letter

Edition: Online

Date: July 1, 2014

Headline: [Further Indian drug price cuts, and price control categorization likely](#)

Synopsis: In order to make drugs more affordable to the country's public, the Indian government is likely to hike the number of drugs that come under the category of essential drugs, and place them under the ambit of price control, reports The Pharma Letter's India correspondent. Once implemented, the move would effectively result in drug prices sliding by 10% to 15%. The National List of Essential Medicines (NLEM), a committee formed by India's Health Ministry, met this week to discuss the existing drug list under price control, and deliberated over bringing more drugs under its purview. While the review of drugs would cover all therapeutic areas, both multinational as well as domestic majors would have to bear another round of price cuts. Another official from the Organization of Pharmaceutical Producers of India (OPPI), representing research driven pharmaceutical companies in India, pointed out that more price controls would only lead to drug supply drying up. "Drug manufacturers will not have any incentive to increase production of essential medicines, and in the near term, could well shut down manufacturing of the drugs under price control. The Indian pharmaceutical industry has been growing in double digits. A move of this nature would stymie growth. Any new decision must be taken in consultation with drug manufacturers, and not arbitrarily," the OPPI official said.

Patents/ Compulsory licensing/ Intellectual property rights

Publication: Business Standard

Edition: Online

Date: July 3, 2014

Headline: [12th Plan scheme for modernization and strengthening of intellectual property offices](#)

Synopsis: The Cabinet Committee on Economic Affairs has approved the continuation of the Plan scheme to modernise and strength Intellectual Property (IP) offices during the 12th Plan period. The overall project cost would be Rs.309.6 crore, of which Rs.258 crore will be spent during 12th Plan and Rs.51.6 crore in the 13th Plan. The implementation of the scheme will strengthen the Office of the Controller General of Patents, Designs and Trademarks (CGPDTM) and address the increase in the number of filings of IP applications. It will also address the growing international commitments due to the operationalisation of the Madrid Protocol and status of International Search Authority (ISA) / International Preliminary Examining Authority (IPEA).

Similar report in-

The Hindu Business Line- [Nod for modern IP offices](#)

Modi government/ Budget expectation/ Union Health Ministry

Publication: The Hindu Business Line

Edition: National

Date: July 3, 2014

Headline: [Pharma body calls for policy measures to encourage innovation in sector](#)

Synopsis: The Indian Pharmaceuticals Association wants the Modi Government to come out with policy initiatives to encourage innovation in the pharma sector through incentives and to boost production of essential drugs by domestic industry so as to reduce the dependence on Chinese imports. The association is concerned over India's almost total dependence on China for 15 to 20 drugs in the essential list, including some penicillin-based products and antibiotics. "These are basically some older products and are high-volume ones, which are needed to be produced on a large scale. If there is a breakdown in the supply chain (from China) or price disruptions, India will suffer from the patients' point of view," K Satish Reddy, IPA President and Chairman of Dr Reddy's Lab, said.

Similar reports in-

The Economic Times – [Bring policy to check Active pharma ingredients imports from China: IPA to government](#)

Mint- [Indian pharmaceutical industry asks govt to incentivise innovation](#)

Business Standard – [Pharma sector seeks boost to research and innovation](#)

The Times of India – Incentivize innovation, says Satish Reddy (link unavailable, scan attached)

The Asian Age- [Pharma makes a Budget wishlist](#)

Business Today- [Union Budget 2014: Pharma sector expects steps that incentivise innovation](#)

The Financial Chronicle- [Pharma firms want steps to reduce Chinese imports](#)

Publication: The Financial Express

Edition: National

Date: July 3, 2014

Headline: [Dr Vardhan's Budget Rx: Universal health insurance, duty relief for life-saving drugs](#)

Synopsis: A universal health insurance scheme that could potentially create a vibrant market for such insurance services, prohibitive taxes on all tobacco products and exemption from excise and customs duties for a clutch of life-saving drugs, vaccines and tax sops for domestic R&D for medical devices are among the highlights of the health ministry's wish list for the coming Budget. The ministry, which has pushed for increasing the healthcare expenditure in line with the BJP's poll manifesto, is also giving a thrust to prescription of generic names by doctors for essential medicines. Drug promotional expenses that are added to the cost of branded medicines is the principal factor that make most medicines unaffordable to the masses.

Publication: The Economic Times

Edition: Online

Date: July 2, 2014

Headline: [Budget 2014: Allocate 3% of GDP to healthcare, say doctors](#)

Synopsis: Doctors from both government and private sectors today appealed to the Narendra Modi-government to increase the budget allocation for the health sector from 0.9 per cent of the GDP to 3 per cent. "In Sri Lanka, around 6 to 7 per cent of GDP is earmarked for the health sector while for a huge country like India, spending on health is lesser than even the neighbouring Pakistan. "Our government should also raise budget allocated for the sector from 0.9 per cent of the GDP to 3 per cent," Dr C S Yadav, Professor Department of Orthopaedics, AIIMS said while doctors addressed reporters at India Medical Association.

Similar reports in-

The New Indian Express- [Allocate 3 Per Cent of GDP to Health Care, Says Doctors](#)
NDTV- [Budget 2014: Doctors for Allocation of 3 Per Cent of GDP to Healthcare](#)

Publication: Business World

Edition: Online

Date: July 2, 2014

Headline: [What Does Medical Device Industry Expect?](#)

Synopsis: The global medical device industry has, over the past decade, shifted its focus from traditional developed markets to emerging markets. The increased demand from these new markets is due in large part to the rise in non-communicable diseases. In these high-growth markets, a noteworthy portion of manufacturers' organic activities is channeled into building resources - both capacity and people power - to expand customer bases, according to AdvaMed, an association of medical device manufacturers which provides 40 per cent of the medical technology used across the world. "The demand for quality healthcare in emerging markets has increased along with the size of the populations, government funding and reforms, changing consumer lifestyles, an increasing penetration of medical insurance products, and a rise in awareness and disposable income." Vice-Chair of AdvaMed's India Working Group, Dr Vibhav Garg said.

Website: India.com

Edition: Online

Date: July 2, 2014

Headline: [Budget 2014: From no hopes to high hopes?](#)

Synopsis: The only sector that has perhaps remained relatively untouched, even though many a commercial ventures have taken a major hit by the onslaught of the recession, after Information and Technology of course, is Pharmacy. And now with the Modi government getting all set with its first budget and the preparations it demands, here's a look at the key concerns the newly-minted government should look at in their agenda when it comes to the budget 2014-15. Domestic pharma companies have not received anything substantial-in terms of monetization or the efforts of creating conglomerate from the government for years, even though subsidies continues to be availed for the international giants.

Indo- US ties

Publication: The Indian Express

Edition: National

Date: July 3, 2014

Opinion piece: John McCain, senior Republican Senator (Excerpts from speech in the US Senate)

Headline: ['Our concern is simply that India realises its full potential, for the US has a stake in India's success'](#)

Synopsis: I want Prime Minister Modi to succeed because I want India to succeed. It is no secret that the past few years have been challenging ones for India — political gridlock, a flagging economy, financial difficulties, and more. It is not my place or that of any other American to tell India how to realise its full potential. That is for the Indians to decide. Our concern is simply that India does realise its full potential, for the United States has a stake in India's success. It is also no secret that India and the US have not been reaching our full potential as strategic partners over the past few years, and there is plenty of blame to be shared on both sides. Too often recently we have slipped back into a transactional relationship.

Similar reports in-

Mint- [Modi and McCain](#)

The Asian Age- [John McCain wants stronger ties](#)
Moneycontrol- [Time to reinvigorate India-US relations: Senator McCain](#)

Publication: The Economic Times

Edition: National

Date: July 3, 2014

Headline: [India seeks assurance from the US that spying acts will not be repeated](#)

Synopsis: The government on Wednesday summoned interim US ambassador Kathleen Stephens in Delhi, a day after The Washington Post revealed that the Bharatiya Janata Party was among the six political parties around the world that were under US surveillance in 2010. The development came on a day when visiting senior US Senator and former presidential nominee John McCain met external affairs minister Sushma Swaraj and national security adviser Ajit K Doval to discuss bilateral ties and Prime Minister Narendra Modi's US trip later this year.

Similar reports in-

Mint- [India seeks US explanation after report says BJP target of NSA spying](#)

Business Standard- [India seeks explanation from US over BJP snooping row](#)

The Hindu- [BJP, Ministers angry over U.S. surveillance](#)

The Asian Age- [Stronger action on US spying needed](#)

The Telegraph- [Spy effect, but on McCain](#)

Daily News & Analysis- [India summons top US diplomat over snooping row](#)

Bloomberg Businessweek- [India Demands U.S. Explanation After Modi Party Spied On](#)

Drug pricing

Publication: Pharmabiz

Edition: Online

Date: July 2, 2014

Headline: [Modifying DPCO 2013](#)

Synopsis: Controlling prices of essential drugs has been a challenging task for several years in India as the pharmaceutical companies have not been cooperating with the government to achieve this basic social objective. The policy of price control on essential drugs has been in existence from 1970 but the majority of the Indian population has not been getting its benefits because of the frequent violation and circumvention of the price control order by the pharmaceutical companies. The enormity of this non-cooperation by the pharmaceutical companies is evident from the fact that they owe as much as Rs.3000 crores to the National Pharmaceutical Pricing Authority for overcharging of medicines in violation of DPCO. There were only 74 drugs under control in the last DPCO notified in 1995. Recovery of these overcharged amounts by the companies may take several years as the price violation cases are at different stages and in various courts in the country. Last year, the Department of Pharmaceuticals notified the new DPCO covering 348 drugs as several new essential drugs were introduced in the country after 1995 and were being sold at high prices. The new DPCO was introduced with price caps under a changed pricing formula of average market prices. Even before the Department completing the exercise of fixing the prices for all the 348 drugs, pharma companies started challenging even the new DPCO and selling drugs at much higher prices than what is fixed by NPPA.

Corruption in Indian Healthcare

Publication: The Asian Age

Edition: National

Date: July 3, 2014

Columnist: Patralekha Chatterjee (writer focuses on development issues in India and emerging economies)

Headline: [The real C-word in healthcare](#)

Synopsis: The minister says he is against "crudity" in sex education programmes. He also thinks that

“condoms promise safe sex, but the safest sex is through faithfulness to one’s partner”. Lost in the cacophony is the larger question. What is the most relevant “C” word in India’s healthcare system today? Is it condoms, crudity in sex education or corruption? For most people in this billion-plus country, it is corruption. Out-of-pocket healthcare expenses in India are among the highest in the world. A medical emergency is a catastrophe plunging families into deep debt, even impoverishment. The situation is exacerbated by the widespread corruption that permeates both public and private sector. In 2010-11, the deaths of three medical officials in Uttar Pradesh sounded the alarm on the organised looting of government funds that crippled the flagship National Rural Health Mission in the state, which has some of the worst health indicators. Last month, the All-India Institute of Medical Sciences (AIIMS) suspended 14 of its staffers and fined 50 others for corruption and absenteeism. The employees whose services were terminated included clerks and housekeepers. But graft is not confined to the lower levels. Private sector hospitals in the country are notorious for prescribing unnecessary tests from private laboratories.

Publication: Daily News & Analysis

Edition: National

Date: July 3, 2014

Headline: [India's healthcare system is in poor health](#) (editorial)

Synopsis: The greed of the unregulated private health-care facilities is stoked by the abysmal conditions in government hospitals in Maharashtra, especially Mumbai. Reams have been written about the state of health care in India for years now. More so following the rapid deterioration of services in government hospitals and the proliferation of private medical institutions which fleece patients under the pretext of offering quality treatment. The simmering public anger against the State’s failure in ensuring affordable health care and weeding out corrupt practices in private hospitals and clinics often finds expression in vandalism. Aggrieved relatives of victims ransacking hospitals and beating up resident doctors have unfortunately become a routine affair, with state governments preferring to play mute witness. Against this backdrop, the observations of the Bombay High Court assume critical importance. During the course of hearing two petitions regarding the alleged detention of two patients — one at the Seven Hills Hospital in Marol, and the other at Prachin Healthcare Multi-Speciality Hospital in Panvel — the division bench has raised a few pertinent points, which also articulate the concerns of the majority of India’s population who are forced to seek treatment in private institutions for lack of credible alternative.

Innovation/ R&D

Publication: The Economic Times

Edition: Online

Date: July 2, 2014

Headline: [India seeks cooperation in pharma from Japan](#)

Synopsis: Seeking cooperation with Japan in the pharmaceutical sector, India today said it is rebranding itself as the pharmacy to the world. Commerce Secretary Rajeev Kher, who is in Tokyo, said that "India is rebranding itself as not only the pharmacy to the world, but also the responsible health care giver to the world." Kher said that Indian medicines are affordable and of top quality as it meets the requirement of the toughest regulatory markets in the US and EU.

Similar report in-

Outlook- [India Seeks Cooperation in Pharma Sector From Japan](#)

Public health

Publication: The Hindu

Edition: Online

Date: July 3, 2014

Opinion piece: Chapal Mehra, Senior Director at Global Health Strategies and Independent New Delhi-based writer

Headline: [An overburdened public sector and an exploitative private sector](#)

Synopsis: Poverty and its alleviation has been, perhaps, the most recurrent theme in India's political discourse since independence. Yet, an oft-ignored fact for those interested in poverty alleviation is that catastrophic health expenses are the biggest reason for pushing individuals and families into poverty. The poor cannot afford to be sick because they cannot afford to get well. This raises some critical questions. Why do the poor have such dismal access to healthcare? Why is it that our investments in the health system are so unimpressive? Perhaps the most critical question is this: why do close to 70 per cent of India's sick, mostly belonging to the poor or lower middle class, choose to go to the private sector when there is ostensibly free healthcare in the public system?

General industry

Website: India TV

Edition: Online

Date: July 2, 2014

Headline: [Take malaria, dengue prevention steps on war footing: Harsh Vardhan](#)

Synopsis: Union Health Minister Harsh Vardhan today asked all the states to take up malaria and dengue prevention measures on a war footing to check spread of the diseases in the coming monsoon months. Noting that dengue and malaria strikes with "sickening regularity" every year causing many deaths, he said, prevention was easy if the prevention protocol was implemented with commitment and monitored personally by the highest officials aggressively and pro-actively. "Accountability must be fixed at all levels," he said in an official statement. He was speaking at a meeting today to review the steps already taken in the National Capital Region (NCR) to prevent spread of the vector-borne diseases.

Publication: The Economic Times

Edition: National

Date: July 3, 2014

Opinion piece: Ravi Venkatesan, former chairman of Microsoft India and Cummins India, and a director on the boards of several global firms

Headline: [Corporate ethics: Why companies should beware of internal fraud](#)

Synopsis: Mr Ravi Venkatesan illustrates how devastating fraud can be to a company. The Chinese government has accused the company and its executives, including the former head of GSK China, of funneling hundreds of millions of dollars in bribes to doctors and health officials. This has forced GSK to terminate a number of senior executives.

Along with GSK battling corruption, several other companies such as Walmart India suspended several executives at its joint venture with Bharti, including its CFO and CEO, as it examined potential violations of US anti-bribery laws. Cadbury India is being investigated for alleged bribery by US authorities. Adidas India terminated and pressed criminal charges against its country manager and other senior executives accusing them of defrauding the company of over \$150 million. Dealing with corruption is a new core competency that no global company can afford to do without. A zero tolerance policy is vital.

Publication: The Times of India

Edition: Online

Date: July 3, 2014

Headline: [Health department hobbles from staff crunch](#)

Synopsis: Health department divisions that detect and respond to disease outbreaks are not staying fit. Given lack of clear human resource policies and staff crunch, some officials warn that government's continued indifference could prove costly. The warning signs are already there. In the last few days, the state capital has reported about half a dozen dengue and dozen plus malaria cases. State health department, issued a swine flu alert in June.

