News Updates: 15 October, 2013

OPPI

Publication: Business Standard
Edition: Online
Date: 15.10.2013
Headline: Med representative's job partly vanishing

Synopsis: Drug marketing companies are moving away from the traditional reliance on medical representatives (MRs) to sell their products to the medical fraternity. Instead, they're gradually shifting to software-oriented e-detailing. Interacting with doctors via internet-based communication applications allows customised services. For instance, Pfizer has started a digital service called 'Ask Pfizer'. This provides promotional product information and makes presentations to doctors at a time convenient to the latter, across online meeting rooms. Sanofi, Glenmark and Lupin are also moving towards various e-detailing options.

Fire in the Blood

Website: IBN Live
Edition: Online
Date: 15.10.2013
Headline: Fire In The Blood: Why this documentary is so important

Synopsis: Filmmaker Dylan Mohan Gray spoke with IBN Live on his hard hitting documentary 'Fire In The Blood' which has generated a good buzz throughout the globe. Dylan speaks about the struggle and the wide canvas he covered during the research for 'Fire In The Blood

Clinical Trials

Publication: Mint
Edition: All editions
Page: 7
Date: 15.10.2013
Headline: Global pharma firms may get to sell drugs locally without conducting clinical trials

Synopsis: Global pharmaceutical companies may be able to sell, without clinical testing in India, drugs that they have been selling for at least four years in some international markets, provided the health ministry accepts the recommendation of an expert panel. One activist group said it will move the courts against the proposal. The recommendation is a significant departure from the process followed currently that requires all drugs to go through a bridging trial on Indian patients before being sold in the domestic market. This is to ensure the drugs are as effective on Indians as they are on patients from other ethnicities.

Publication: Pharmabiz
Edition: Online
Date: 15.10.2013
Headline: Some state govts feel restricting clinical trials only to govt hospitals could check irregularities

Synopsis: With a view to further streamlining clinical trials and minimizing the irregularities in the sector, some States have suggested restricting the trials only to the Government-run hospitals in the country. However, the

general opinion among the States was that restricting the trials to government hospitals would not be a solution and instead the Government should create a 'robust system for regulating the conduct of trials,' it is learnt.

Publication: Pharmabiz
Edition: Online
Date: 15.10.2013
Headline: Indegene recommends MCM in pharma, clinical research & healthcare to track and collate patient data

Synopsis: Indegene maintains that innovative methods to track and collate patient data is gaining momentum. In this regard, the company sees that the concept of multi channel marketing is a critical success factor for patient adherence programme. The MCM approaches to engage patients by voice, email, web, text messaging, eFax, direct mailing, scan and capture techniques. These methods can be applied, based on the patient's convenience. In fact, with rising cost pressures and regulatory restrictions, a lot of the pharma companies are exploring the MCM route to support patients and engage doctors in innovative ways. Indegene works as a strategic and implementation partner for MCM programmes across markets in the pharmaceutical space. It offers research-based design formats plus execution, deployment of offline or online channels and creation of digital content.

Drug Pricing

Publication: The Hindu Business Line
Edition: Online
Date: 15.10.2013
Headline: Impasse between drug firms, retailers continues

Synopsis: Supplies of some medicines have dwindled at Kolkata-based chemist A. K. Roy's store, due to the ongoing feud between drug-makers and retailers over trade margins. The shortage has been for over two months, he says, since a few distributors boycotted products of companies such as Cipla and GlaxoSmithKline. As this stand-off between companies and retailers continues, the Department of Pharmaceuticals (DoP) has written to State authorities to ensure that supply of essential medicines does not get disrupted.

Publication: Pharmabiz
Edition: Online
Date: 15.10.2013
Headline: NPPA fails to fix prices of 55 medicines as information not available

Synopsis: The National Pharmaceutical Pricing Authority (NPPA) which has been revising the prices of essential medicines as per the new Drug Price Control Order, 2013, has claimed that the agency could not fix the prices of 55 formulations as information about the same was not available.The price regulator, in accordance with the new Pharmaceutical Pricing Policy, has already notified prices of over 300 formulations already after the exercise started. The prices of around 650 medicines had to be revised as per the new policy announced some time back.

Publication: Pharmabiz
Edition: Online
Date: 15.10.2013
Headline: IPA urges DoP to extend assistance to pharmacists to open Jan Aushadhi stores

Synopsis: The Indian Pharmacist Association (IPA), a national association working for the welfare and betterment of pharmacy profession in the country, has urged the department of pharmaceuticals (DoP) to provide a financial assistance of Rs. 2 lakh as establishment cost and Rs. 50,000 as one time start-up cost to pharmacists to open Jan Aushadhi stores.

US FDA

Publication: Business Standard
Edition: National
Date: 15.10.2013
Headline: US market offers opportunity to grow rapidly: Rajesh Agrawal

Synopsis: Ajanta Pharma, the Rs 840-crore domestic pharmaceuticals major, has planned a slow and steady entry into the US market, beginning a year earlier. Ranked 45th in Indian pharma, it has strong presence in the areas of ophthalmology, dermatology and cardiology. Rajesh Agrawal, joint managing director, speaks to Reghu Balakrishnan on the plan for raising the presence abroad. We have filed 15 abbreviated new drug applications (ANDAs) as on date, of which two are approved. These two belong to the therapeutic segment of CNS (central nervous system), anti-depression and anti-psychiatric. We estimate that in the next three to five years, once we have a decent number of 10-12 products approved by the FDA, we should see significant contribution from the US. We already have one FDA-approved manufacturing facility in Aurangabad and are building one more dedicated facility in Gujarat, at an investment of about Rs 200 crore.

Publication: Daily News and Analysis
Edition: Mumbai
Date: 15.10.2013
Headline: Now, UK turns to Wockhardt to avert 'critical drug' shortage

Synopsis: Shares of drugmaker Wockhardt appear set to extend Friday's gains on the back of glad tidings from the UK. The pharmaceuticals major, which has been reeling from a series of quality-related crackdowns by overseas regulators over the last couple of months, on Saturday received a surprise from the UK drug regulator, the Medicines and Healthcare Products Regulatory Agency (UKMHRA), in the form of a restricted good manufacturing practices (GMP) certificate for its Chikalthana unit in Aurangabad, Maharashtra. Analysts, who had termed the past concerns of the US Food and Drug Administration (FDA) and the UKMHRA as negative for the company's prospects, said Saturday's news could well give a respite to the troubled Wockhardt.

Compulsory Licensing / Patents

Publication: Mint
Edition: Online
Date: 15.10.2013
Headline: Dr Reddy's infringes on Sunovion's insomnia drug: US court

Synopsis: Court sets aside an earlier ruling given by New Jersey Court saying Dr Reddy's didn't infringe Sunovion's patent

Publication: Zee News
Edition: Online
Date: 15.10.2013
Headline: US talks of difficulty in addressing India's visa concerns

Synopsis: The US has spoken about difficulty in addressing India's concerns over visa issues in its comprehensive immigration reform bill and those related to taxation. Economic Affairs Secretary Arvind Mayaram told PTI that our Finance Minister raised the concerns that we have with regard to the visa issues, which is presently of great concern to IT companies and also on issues related to FATCA (Foreign Account Tax Compliance Act), which is likely to come to operation shortly as one of the US laws. Mayaram further added that the Finance Minister explained to them how our laws are fully complaint with the WTO (World Trade Organisation) and that the decisions of the Government of India on several issues including compulsory licensing were very much in line with international practice.

Publication: Pharmabiz
Edition: Online
Date: 15.10.2013
Headline: Bayer moves Bombay HC against IPAB's CL order on Nexavar

Synopsis: The multinational drug company Bayer has moved Bombay High Court challenging the Intellectual Property Appellate Board (IPAB)'s order in March this year in which the IPAB, Chennai had upheld India's first ever compulsory license (CL) issued to Hyderabad-based generic drug company Natco Pharma for manufacturing and marketing generic copies of Bayer's patented cancer drug Nexavar.

General Industry

Publication: The Hindu Business Line
Edition: Online
Date: 15.10.2013
Headline: Satish Reddy takes over as IPA chief

Synopsis: The Indian Pharmaceutical Alliance (IPA), representing large domestic drug-makers, has got a gen-next team as its helm. Satish Reddy, Vice Chairman and Managing Director of Dr Reddy's Laboratories, has taken over as IPA President for 2013-15. Nilesh Gupta, Lupin's Managing Director is the new Vice President.

Publication: Mint
Edition: All editions
Page no: 9
Headline: Fortis to sell Quality Healthcare stake to Bupa

Synopsis: Established in 1868, Quality Healthcare is the largest provider of healthcare services to corporations in Hong Kong, with a network of 50 medical centres. The deal is expected to be completed this month. The move is part of Fortis' efforts to redice debt by selling some assets.

Website: Pharmabiz
Edition: Online
Date: 14.10.2013
Headline: Health Min yet to decide on prohibiting sale of FDCs approved without DCGI no

Synopsis: The Drug Controller General of India (DCGI) is yet to take a decision on banning the controversial FDCs or approaching the court to vacate the interim stay granted by the High Court of Himachal Pradesh on the DCGI directive to file safety and efficacy data on FDC drugs approved by the State Licensing Authorities before October 1, 2012.