

Press Release

### **Implementing Policies into Best Practices in NCD management**

- *OPPI Sixth Healthcare Access Summit on NCDs supported by Ministry of Health and Department of Pharmaceuticals*
- *OPPI members committed to working towards managing NCDs*
- *Bollywood actress and cancer crusader Ms Manisha Koirala pledged her support towards leading a healthier and happier life*

Delhi, June 09, 2017: The Organisation of Pharmaceutical Producers of India (OPPI) hosted its Sixth Healthcare Access Summit today, supported by the Ministry of Health and Family Welfare, and the Department of Pharmaceuticals, Ministry of Chemicals and Fertilisers. Taking ahead the theme of the previous summit- ACT (Awareness, Capacity Building and Treatment) on NCDs, this year the Summit focused on bringing ‘Policies into Best Practices in Non-Communicable Diseases (NCDs)’.

NCD management has become imperative as it has a deep impact on the health economics of the country. In India, changing demographics and lifestyle modifications may have contributed to this challenge. The summit highlighted the discussions centred on leveraging digital technology in proving better health outcomes and implementing patient centric policies in NCD management. The Summit brought together government representatives, policy-makers, leaders from the healthcare and pharmaceutical industries, global healthcare experts and other distinguished professionals who came together to converse on the need to ACT now to contain the growing burden of NCDs in India.

Speaking at the Summit, **Manisha Koirala, versatile Bollywood actress and cancer crusader, said,** *“Cancer was the catalyst which turned my life around. Earlier I took my health and life for granted, and today I strive for good health and valuing every second of my life. Cancer not only challenges your body but it can break your spirit too. With a good team of doctors, family support and lots of faith, this disease can be conquered. Thanks to scientific progress and medical advancements made, many patients can hope to lead longer and better lives. Many members of OPPI are also innovating healthcare to address significant unmet medical needs.”*

**Dr Shailesh Ayyangar, President, OPPI, and Managing Director, India & Vice President, Sanofi India said,** *“Collaborating with Government and other stakeholders at national, state and local levels, the OPPI sixth Healthcare Access Summit endeavours to develop and expand an integrated disease management process broadly engaging with affected communities in the fight against non-communicable diseases. The good news is that we have therapies that can combat these diseases and help patients live a full and normal life by strengthening patient self-management education; community-based supportive services and broad-based community mobilization.”*

**Kanchana TK, Director General, OPPI said,** *“The research-based pharmaceutical industry is reimagining medicines to address unmet medical needs. In parallel, keeping the patient at the centre of all that we do, preventive care is a key pillar of communication used by our members in disease awareness. OPPI members are committed to transforming lives through medical science.”*

At this summit, OPPI recognised L V Prasad Eye Hospital with the OPPI Healthcare Access Award 2017; The Indian Cancer Society with the OPPI Healthcare Access Award in Oncology; Indian Diabetes Research Foundation with the OPPI Award for Improving Access to Diabetes Care and Practo for Digital Innovation in Healthcare Access.



## **About OPPI**

The Organisation of Pharmaceutical Producers of India (OPPI) was established in 1965 and represents the research-based pharmaceutical companies in India. OPPI remains committed to supporting the nation's healthcare objectives and collaborating with all stakeholders to find sustainable solutions. OPPI believes the need for innovation must be balanced with the necessity for more accessible medicines, within a robust IP environment. For more information, please visit [www.indiaoppi.com](http://www.indiaoppi.com)

For further information, please contact:

### **Adfactors PR:**

Samantha D'souza

+91-9920238249, [samantha.dsouza@adfactorspr.com](mailto:samantha.dsouza@adfactorspr.com)