

FEBRUARY 7-13, 2015

WEEKLY SNAPSHOT

MEDIA NEWS + TRENDS

This weekly e-letter will highlight important media reports and call out any key trends that demonstrate how the landscape is evolving and accelerating in today's market environment. The update will also highlight action that has been initiated by OPPI in media.



Need to know

- Big Pharma asks US to Keep IPR Heat on India... (*mentions PhRMA*) [The Economic Times](#)
- Obama Versus Obamacare... [The Times of India](#)
- What is brewing between India and the US on IPR?... [Business Today](#)
- No question of 'appeasing' US or anyone else on IPR: Nirmala Sitharaman (PTI)... [The Economic Times](#)
- Who Will Blink First?... [Tehelka](#)
- Need for innovation in systems for effective healthcare delivery... [PIB](#)
- India's IP status unlikely to improve in US Special 301 report (*quotes John Castellani*)... [Business Standard](#)
- Drug making breaks away from its old ways... [The Wall Street Journal](#)
- #dnaEdit: Bereft of choice... [DNA](#)



Good to know

- Opinionated Obama Must Realise He's Dealing with a PM Who's as Responsive as Ruthless... [The New Indian Express](#)
- CDSCO working to bring in new norms related to online medicine sales: Dr Jagashetty... [Pharmabiz](#)
- India needs free market healthcare (*Prashanth Perumal*)... [Mint](#)
- New policies, other IP reforms could improve India's IP score: Meir Pugatch... [Business Today](#)
- Research misconduct often unreported in published studies... [Reuters](#)
- India needs to relook its IPR policy for few sectors: Kher (PTI story)... [Business Standard](#)
- These rancid rankings (*Shamnad Basheer*)... [The Indian Express](#)
- Government to introduce legislations for business-friendly climate... [The Economic Times](#)



Want to know

- IP policy should drive research for self-sufficiency in pharma (*KM Gopakumar*)... [The Hindu Business Line](#)
- Delhi HC sets aside order on Gilead's Sovaldi patent... [Mint](#)
- Create awareness of people's right to health care: SC Judge... [The Hindu](#)
- Government may incentivize medical/pharma research, says CARE... [Moneycontrol.com](#)
- F(LU)TILE... [Ahmedabad Mirror](#)
- Budget may see RSBY cover expanding... [The Times of India](#)
- Health Minister Shri J P Nadda launches National Deworming Initiative... [PIB](#)
- Albumin shortage... [Pharmabiz](#)
- Comments on the GIPC Index, Part I - Misleading Links... [SpicyIP.com](#)
- GSK Pharma to transfer cancer portfolio to Novartis arm... [The Economic Times](#)

- Indian drug cos worried about patent regime changes... [The Hindu Business Line](#)
- Pharma cos increase focus on research and development: Report... [Business Standard](#)
- The draft National Health Policy 2015 needs to pay more attention to the basics of healthcare... [Economic & Political Weekly](#)
- Healthcare: The race to cure rising drug costs... [Financial Times](#)
- Tackling diseases is a good investment (*Bjorn Lomborg*)... [The Economic Times](#)
- Pharma SMEs in Kerala express concern over DoP's Uniform Code of Pharmaceuticals Marketing Practices... [Pharmabiz](#)
- 'India not producing newer generic drugs due to patent laws'... [ET Now](#)
- Johnson & Johnson project aims to spot who will get a disease... [Mint](#)
- Mitra Biotech, Harvard unravels how to kill cancer cells that avoid chemotherapy... [The Economic Times](#)

QUOTE OF THE WEEK

“PhRMA and its member companies remain concerned India has implemented a number of policies that are inconsistent with the new government’s goals of fostering a spirit of innovation, entrepreneurship, and R&D growth. A sustained effort of heightened engagement is required in order to translate India’s commitments into substantive and real policy change in India’s intellectual property laws and policies.”

- John J Castellani, CEO and President, Pharmaceutical Research and Manufacturers of America (PhRMA) ([Business Standard](#))
-