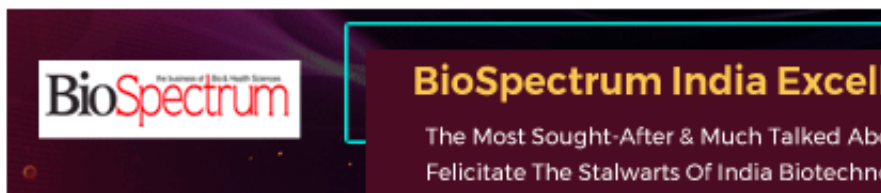


Link: <https://www.biospectrumindia.com/news/73/22839/oppi-reinforces-commitment-to-improving-health-outcomes-in-india.html>



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OPPI reinforces commitment to improving health outcomes in India

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To address some of the common misconceptions and concerns about the pharma industry



The Organisation of Pharmaceutical Producers of India (OPPI), an industry body representing the global research-based pharmaceutical industry in India, has launched an initiative, Bharat Ke Liye. This initiative encapsulates the essence of OPPI's commitment towards enabling a healthier India through innovative solutions.

The global pharma industry has played a critical role in decreasing India's disease burden, strengthening the country's healthcare ecosystem, and improving the quality of life of its citizens. With this as the underlying thought, the idea of the

Bharat Ke Liye initiative was born. The strategic initiative aims to celebrate the legacy of the global pharma industry in India, with a strong partnership with the nation spanning over 100 years.

It highlights OPPI's renewed strategy to reinforce its commitment to India now and in the future. It will underscore the significant contributions made by OPPI member companies in areas such as pharmaceutical research and development, upholding industry quality standards, manufacturing, supply chain, and patient concern & care, among others.

As part of this approach, OPPI will focus on 4 critical pillars- enabling access, driving innovation, supporting health systems, and committing strategic investments. Access and innovation have always been the two key driving factors for progress in healthcare. The OPPI members, that represent the global research based pharmaceutical companies, look forward to not only bringing novel therapies to market, but also to exploring new and sophisticated approaches on enhancing access to patients.

The members will continue their focus on bringing innovative solutions for unmet medical needs and R&D; all in an effort to improve the quality of care and access to healthcare. There will be a renewed focus on strengthening healthcare systems through stronger government collaborations and greater strategic investments to address healthcare issues that are most pressing.