

## Cadila Pharma, ISCR put focus on pharmacoeconomics

13 October 2020 | News

### Organizing a webinar on Pharmacoeconomics in Drug development and medicine accessibility



Cadila Pharmaceuticals Limited in association with Indian Society for Clinical Research (ISCR) cordially invites you for

**Webinar on**  
**"Pharmacoeconomics in Drug Development and Medicine Accessibility"**

**Chief Guest**



**Dr V. G. Somani**  
Drug Controller General of India ( DCGI )

**Key note speaker**



**Prof (Dr) Marcin Czech**  
Head of the Dept of Pharmacoeconomics, Institute of Mother and child, Warsaw and ex-Deputy Minister of Health, Government of Poland

**Objective :**  
Discussion on the importance of Pharmacoeconomics in drug development and medication accessibility in developing countries like India.

**Topics :**

1. Introduction to Pharmacoeconomics
2. Role of Pharmacoeconomics in Innovative Drug development
3. Pharmacoeconomics as a tool to enable medicine accessibility

**Convener**



**Dr Subhrojyoti Bhowmick**  
Clinical Director, Peerless Hospital, Kolkata



**Dr Sanish Davis**  
General Secretary, Indian Society for Clinical Research (ISCR), Mumbai



**Dr Bakulesh Khamar**  
Director & Head of Research, Cadila Pharmaceuticals Ltd., Ahmedabad



**Mr Amogh Dev Rai**  
Executive Director at Sanrachna SGT University, Gurgaon

**Date: 18-10-2020 | Time: 5:30 pm- 7:30 pm (IST)**

**ID: 0000000000 | Password: 00000000**

To participate join the webinar by clicking on the link:



Google Form Link:

Send your queries to be addressed in session at [konar.snehendu@gmail.com](mailto:konar.snehendu@gmail.com) by 12 pm on 16th October, 2020

For any queries regarding the webinar, please contact  
**Mr. Snehenhu Konar – 8910727706 | Mr Purnendu Chakraborty -7573032281**

Cadila Pharmaceuticals in association with Indian Society for Clinical Research (ISCR) is organizing a webinar on "Pharmacoeconomics in Drug development and medicine accessibility" for 2 hours starting 5.30 pm IST on 18th October, 2020

Dr V K Somani, DCGI has kindly agreed to be the *Chief Guest for this Pharmacoeconomics and medicine accessibility webinar.*

This webinar will feature National faculties and *world renowned Pharmacoeconomics expert Professor Marcin Czech, former Deputy Minister of Health, Government of Poland.*

The objective of the webinar is to discuss the importance of Pharmacoeconomics in drug development and medication accessibility in developing countries like India.

Following is the agenda :

1. Welcome address by Chief Guest: Dr V K Somani, DCGI : 10 mins
2. Address by President/ Leadership team representative from Indian Society for Clinical Research (ISCR) about ISCR training activities in India : 10 mins
2. Introduction to Pharmacoeconomics : Dr Subhrojyoti Bhowmick , Clinical Director, Peerless Hospital, Kolkata: 20 mins
3. Role of Pharmacoeconomics in Innovative Drug development: Dr Bakulesh Khamar Director & Head of Research & Mr Amogh Dev Rai : Executive Director at Sanrachna SGT University : 20 mins
4. Pharmacoeconomics as a tool to enable medicine accessibility: Prof Marcin Czech, Head of the dept of Pharmacoeconomics, Institute of Mother and child, Warsaw and ex-Deputy Minister of Health, Government of Poland : 30 mins
5. Question and Answers: 20 mins

According to Dr Subhrojyoti Bhowmick, Convener of this webinar "Pharmacoeconomic evaluation is an important tool during drug development and medication accessibility in developing countries like India and this webinar emphasizes on it. Insights from Prof Czech, who has been practicing implementation of pharmacoeconomic tools in drug pricing and accessibility in Poland will help us design similar strategies for our country."

"It is a very timely and insightful webinar. Expecting collaboration from more pharmaceutical companies and CROs to organize such webinars related to clinical research and drug development in near future", said Snehendru Konar, one of the senior executive from organizing committee.