

## Cadila Pharma, ISCR focus on innovation via pharmacoeconomics

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Cadila Pharmaceuticals in association with the Indian Society for Clinical Research (ISCR) organized a webinar on “Pharmacoeconomics in Drug development and medicine accessibility on 18th October 2020 which saw the participation from some of the industry leaders from DCGI, ISCR, and international academicians.

The session was a mix of industry and academic insights that talked about Pharmacoeconomics, role of Pharmacoeconomics in innovative drug development and Pharmacoeconomics as a tool to enable medicine accessibility.

The session saw the participation from - Dr Rubina Bose, Deputy DCGI, Dr Sanish Davis, General Secretary of Indian Society for Clinical Research (ISCR), Dr Subhrojyoti Bhowmick, Clinical Director, Peerless Hospital, Dr Amogh Dev Rai, Executive Director, Sanrachna, Dr Bakulesh Khamar, Executive Director-R&D at Cadila Pharmaceuticals Ltd. and 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 who was the keynote speaker.

“To achieve the public health objectives of national and global government, we need a strong regulatory system. In case of an inefficient regulatory system, it becomes a barrier to making quality and affordable medicines available to all” said Dr Rubina Bose, Deputy DCGI on the relevance of regulatory systems in the current scenario.

“Pharmacoeconomics helps us make an informed decision regarding the appropriate use of drugs. It helps us make the best use of limited resources and extend quality healthcare to maximum people” Dr Subhrojyoti Bhowmick, Clinical Director, Peerless Hospital shared.

“ISCR is always working towards innovation and I am grateful to be a part of this conclave to ideate more on working towards affordable healthcare for all” shared Dr Sanish Davis, General Secretary of Indian Society for Clinical Research (ISCR).

“Pricing of drugs is an important factor for any country’s pharmaceutical industry. But we as a country need a clear strategy and need to learn from global industries, to move forward” shared Amogh Rai, Executive Director, Sanrachna.

“Pharmacoeconomics plays an important role in innovative drug development. It helps with health-care policy decisions, provides guidance for funding of projects and creates demand/awareness. This collectively will enable the pharma organizations to provide innovative drugs at an affordable price” shared Dr Bakulesh Khamar, Executive director, Cadila Pharmaceuticals Ltd.

“Globally, there is a limited budget for drugs. With Pharmacoeconomics, we want to enable the pharmaceutical industries to focus more on innovation while keeping the pricing in check” shared 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.

The session concluded with an engaging question and answer round where doctors and viewers talked about the future of Pharmacoeconomics and how can it change the landscape of the pharma industry. The session can be viewed here ( <https://www.facebook.com/officialcadilapharma/videos/353393889110743/>).

“Around 200 participants across India, Nepal & Sri Lanka joined as attendees in this insightful webinar. Apart from this lot of industry people and research aspirants were part of this event via Facebook live” said Snehendu Konar, one of the executives of organizing committee of this particular event.