

ROAD TO DIGITAL SUCCESS

CONSUMER CONNECT INITIATIVE



ENDORING THE NEED FOR MODERN SOLUTIONS TO MODERN PROBLEMS, THE ECONOMIC TIMES, IN ASSOCIATION WITH INT. (INDUS NET TECHNOLOGIES), WITNESSED EXPERTS FROM PHARMACEUTICAL COMPANIES SHARING INSIGHTS ON THE DIGITAL REVOLUTION OF HEALTHCARE

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A digital wave is sweeping across the \$17 billion Indian pharmaceutical industry and companies are dumping old ways of marketing for newer technology, a survey of 20 top drug makers in the country has found. New technologies and innovations are already enabling pharma companies to improve medicine development and patient care.

To highlight the changing scenario of the pharma industry, The Economic Times, in association with INT. (Indus Net Technologies), organised a webinar on August 28, 2020. The webinar was moderated by Ritwik Mukherjee, Senior Journalist. The panellist were Abhishek Rungta, Founder and CEO, INT. (Indus Net Technologies), Sudarshan Jain, Secretary General, Indian Pharmaceuticals Alliance, O P Singh, President, Sales and Marketing, Cadila Pharmaceuticals, Rahul Avasthy, Digital Transformation and Experience Expert and Deepnath Roy Chowdhury, MD, Strassenburg Roy Pharmaceuticals Ltd.

INDIAN PHARMA SCENARIO

Indian Pharmaceutical industry has risen up to the challenge during this pandemic. According to Sudarshan Jain, "India will continue to play a very important role during covid and post covid situation. Every third tablet in the US and fourth



THINKSTOCK

RESHAPING THE FUTURE OF PHARMA

tablet in Europe is manufactured in India. Around 60% of the vaccine production takes place in India. We just do not have the responsibility towards India, but also to the world." Speaking on the same lines, O P Singh said, "Manufacturing capabilities of India will play a major role in tackling the disease globally. Covid has forced the medical researchers and medical practitioners to think differently in the

repurposing of drugs to treat the disease."

DIGITAL SOLUTIONS

To solve any problem, you have to understand the problem, and to do that you need to realise the early warning symptoms," avered Rahul Avasthy. "Digital will play a huge role to tackle the problem, providing data, timely ethical education and help in collaboration and patient

engagement. A lot of things we keep on doing can be solved by automation which can help in increasing the production. We have to recalibrate, realign and refocus," he adds. "With the covid situation, digital is going to be a critical element for the pharma industry as this sector needs to operate at much higher rate in terms of production. A lot more innovation has to be done to increase focus and efficiency. To educate the newcomers, micro learning is necessity. In today's world, millennials don't have the patience to go through long webinars or training course and hence, micro learning is going to be a big trend in the near future. Another critical area would be the flow of data from top to bottom and bottom to top. We have to ensure that all the information goes down without any tampering in the supply chain," stressed Abhishek Rungta.

TACKLING CHALLENGES

Moving on to the second phase of the webinar, the moderator had a critical query on how the pharmaceutical companies are gearing up or tackling the problem of work from home. On that note, Jain mentioned, "Due to these testing times, everyone is afraid of everyone. Patients are afraid of doctors and vice versa. Keeping patient at the centre of everything is most crucial. Given the current situation, patients cannot make fre-

quent trips to the doctor; hence Phygital combination, that is blending digital experiences with physical ones, will help to bridge the gap between technological possibility and real-world application in pharmaceutical industry." Echoing the same thought, Singh affirmed, "Unlike other industries, pharmaceutical industry is people driven industry and cannot be entirely replaced by automation. This industry needs a combination of people and digital. Covid has forced the doctors to go digital, we can see a rise in virtual clinic. Hence, it is imperative that we grow with the situation, if not, survival is going to be a huge problem."

THE CHANGE

Abhishek believes that people transformation cannot happen overnight. "People take time to change until there is a compelling reason. Organisations that really want to transform has to ensure the change does not roll back. The change has to be imbibed within the workforce. It may take time, but people will adapt to it." Concluding the event, Deepnath Roy Chowdhury remarked, "India is the third largest manufacturer in the world and will continue to serve people across the globe." Agreeing with all the panellist, he added, "Digital transformation in pharma is going to be a reality. Currently, doctors have gone 25% digital, 50% physical and 25% phygital."



SUDARSHAN JAIN

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