



R. L. TAWDE FOUNDATION'S  
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# E-NEWSLETTER

## PHARMABUZZ @ SCOPians

Issue 5, December 2024



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### NEWS



**National Pharmaceutical Pricing Authority fixes price of 54 The National Pharmaceutical Pricing Authority**

**(“NPPA”) has fixed a price ceiling for 54 drugs-** As per an order dated 14 June 2024. The order includes drugs from a range of manufacturers including Intas Pharmaceutical Ltd., Mankind Pharma Ltd., Lupin Ltd., and others. In accordance with the Drugs (Prices Control) Order, 2013 ("DPCO"), the manufacturers are required to furnish a price list to the NPPA in Form V. Pharma exports rise 8.2% in the last 9 months of 2023 to \$20.40 billion.



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**In June 2024, the Indian pharmaceutical market saw an 8.8% growth**

Driven by positive value growth across major therapies, and pharma funding decreased compared to May 2024, though

remained up on a yearly basis. **Market Growth:** The Indian pharmaceutical market demonstrated strong growth of 8.8% in June 2024. This growth was driven by positive value growth across all major therapies. The Indian pharmaceutical market is projected to reach USD 130 billion by 2030. **Funding:** Funding in the pharmaceutical and healthcare sector dropped significantly in June 2024 compared to May 2024.



**China's AI Hospital, Moderna's RSV Vaccine Approval, and Sanofi's AI Drug Development Partnership with OpenAI and Formation Bio**

**Capture Media Interest in the Pharma Industry**

China's unveiling of the world's first AI hospital, capable of treating 3,000 patients daily, highlights AI's growing role in healthcare, eliciting mixed reactions due to scepticism about its practicality. The story drives coverage in global media outlets, garnering the highest SOV this month. Moderna's FDA-



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approved RSV vaccine, mRESVIA, aims to protect older adults from severe RSV infections. The vaccine's approval, based on positive Phase 3 trial results, receives dominant neutral media coverage but provokes "Angry" social media reactions due to vaccine safety concerns. Sanofi, Formation Bio, and OpenAI's partnership to create AI-powered software for drug development draws positive responses for its potential health benefits despite some skepticism about AI hype.

### **Without access to Flovent, the youngest patients face challenges**



In January 2024, GSK discontinued sales of its Flovent HFA and Flovent Diskus inhalers. The company attributed the change to the availability of generic alternatives that work just as well but for a potentially lower price. However, few insurance companies cover the authorized generics, leading to serious challenges in finding an acceptable replacement for the drug, particularly for parents of some small children. This lack of access could lead to increased hospital visits, reliance on emergency treatments, and a greater burden on parents and caregivers. The absence of an essential medication like Flovent might also cause a delay in managing the condition, potentially leading to long-term complications or more severe asthma symptoms.



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### **Empowering Women in Pharmacy as Leaders and Owners**



Shahida Choudhry, PharmD, owner of Palms Pharmacy in Tampa, Florida, shares her journey in pharmacy ownership and navigating a rewarding career in pharmacy at the 2024

McKesson ideaShare conference. Choudhry sat down with Kacey Glinka, Vice President of the Northeast region, RxOwnership at McKesson, as part of the Women in Rx program—a community of women that aims to help other women grow and exceed expectations in pharmacy.

### **Regulatory Actions in Pharmacy Advertising**



MedExpress, a London-based online pharmacy, faced scrutiny for attempting to use influencers to promote weight-loss drugs such as Wegovy, Mounjaro, and Ozempic. Despite regulations

prohibiting such advertising, the pharmacy was found to be promoting these medications through affiliate marketing channels. The Medicines and Healthcare products Regulatory Agency (MHRA) and the Advertising Standards Authority (ASA) initiated investigations into these illegal advertising practices.



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### COLLEGE ACTIVITIES AT A GLANCE

#### **World Yoga Day Celebration (21/06/2024)**



The World Yoga Day celebration at our college was a vibrant and inspiring event, organized to promote physical and mental well-being. Students, faculty, and staff participated in a group yoga session,

which focused on breath control, flexibility, and mindfulness. The event began with an introduction to the significance of Yoga Day, followed by a series of asanas led by trained instructors. The session aimed at fostering relaxation and stress relief, while also emphasizing the importance of a healthy lifestyle. It concluded with a meditation session, leaving everyone feeling refreshed and rejuvenated. The celebration successfully highlighted the transformative power of yoga.

#### **World Pharmacist Day (26/09/2024)**



The World Pharmacist Day celebration at our college was a meaningful and informative event, aimed at raising awareness about the vital role pharmacists play in healthcare. The day began with a seminar on the importance of pharmacy in improving global health, followed by interactive sessions where students and faculty discussed various aspects of pharmaceutical care. A poster presentation highlighted the contributions of pharmacists to community health, while workshops on medication safety and patient



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counseling were conducted. The event concluded with a group activity, emphasizing the significance of pharmacists in promoting better health outcomes. The celebration was both educational and inspiring.

### **Seminar on Cyber Crime Awareness (30/12/2024)**



The Cyber Crime Awareness Seminar at our college was an insightful event aimed at educating students about the growing threat of cybercrime. Experts from the cyber security field shared valuable information on various types of cybercrimes, including hacking, identity theft,

and online fraud. The seminar also covered preventive measures, such as strong password practices, safe browsing habits, and recognizing phishing attempts. Real-life case studies were discussed to highlight the importance of cybersecurity in today's digital world. The event concluded with a Q&A session, where students engaged with the speakers, gaining practical tips for staying safe online. The seminar was both informative and engaging.

### **Hospital Visit D.Pharmacy (31/12/2024)**



Our D.Pharmacy students recently visited Siddhagiri hospital Kaneri as part of an educational excursion. The visit aimed to enhance our understanding of hospital pharmacy practices and the role pharmacists play in patient care. We toured various departments, including the pharmacy, where

we observed the dispensing process and drug management systems. The hospital pharmacists shared insights into medication therapy management, clinical consultations, and patient safety protocols. This visit provided valuable practical experience, reinforcing our academic knowledge and demonstrating the crucial role pharmacists hold in the healthcare system. The experience was insightful and will greatly aid in our professional development.



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### **The Role of Artificial Intelligence in Pharmacy Practice**

Artificial intelligence (AI) is revolutionizing the field of health care and the practice of pharmacy is no exception. AI is changing the way in which pharmacists deliver care by improving medication management, streamlining workflow, and improving patient outcomes. The potential applications, benefits, challenges, and the capacity AI has to influence the future of the pharmaceutical industry are all highlighted in this article's exploration of its potential role in pharmacy. In pharmacy practice, AI technology has a wide range of applications, enabling pharmacists to make decisions based on current data. Medication management is one of the key areas in which AI can make an impact.

**Mr. A.A.Dixit (Assistant Professor)**

#### **Editorial Board:**

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