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115 API manufacturing units to come up in Gujarat

Government earmarks Rs 500 crore for scheme to support pharma clusters, MSMEs

Pune-based Brinton Pharma to setup R&D centre in UK

CSR: The Emerging Frontier Driving Innovation in Healthcare

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Editor's Letter

Dear Readers,

Safe to say that the Indian pharma industry is almost already a well-established presence globally and it just needs to increase its efficiency in affordable yet innovative products which cater to the needs of patients worldwide. Some of the key drivers will be innovation funding, continuous regulatory reforms, and infrastructure and industry-academia collaboration to foster the growth of our talent pool and identify projects worth the investment & cause development of industry-driven centres of excellence and incubation centres in the world of pharma.

In this quarter, an achievement worth mentioning would be Dostarlima – a potential cure for rectal cancer. It's also a classic proof of the wonders research can cause.

Enjoy reading the issue.

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115 API manufacturing units to come up in Gujarat

Reducing its import dependence, one innovation at a time, Gujarat's pharmaceutical landscape is soon to change and evolve. With some 115 new plants getting manufacturing licences for making bulk drugs and active pharmaceutical ingredients (API) since Covid-19 lockdown, the state is set to witness an investment of Rs. 2000 crore.

Presently operational companies in the state have a strong base in pharmaceutical formulations with a greater degree of import-dependence on their Chinese counterparts for manufacturing APIs.

"Gujarat has a total 3,415 pharmaceutical manufacturing facilities of which 1,567 make bulk drugs. Over the past two years, the department has given approval to some 288 new pharmaceutical manufacturing units, 40% of which would manufacture APIs," said Dr H G Koshia, commissioner of Food and Drugs Control Administration (FDCA) – Gujarat

MSMEs keen to produce APIs

Gujarat and India's pharma industry is highly dependent on China for procuring bulk drugs for vitamins, antibiotics, and steroids. This will reduce in a big way with new units coming up. Once the API park comes up, bigger companies will also invest here," said Dr H G Koshia, commissioner of Food and Drugs Control Administration (FDCA) – Gujarat.

According to Gujarat FDCA, till 2019-20, the average number of new units manufacturing APIs stood at 30 per annum, which has now nearly doubled.

Industry sources say that API prices saw an unprecedented increase due to supply disruption from China after Covid-19.

If indigenous API production increases in Gujarat, prices of medicines will come down too, suggest experts.

Existing pharma makers in state make active pharma ingredients such as Cephalosporins, steroids, inorganic salts, proton pump inhibitors, analgesics, antipyretics and anti-inflammatory drugs like paracetamol, Diclofenac sodium, aceclofenac, ibuprofen, anti-hypertensives, anti-diabetics and anti-virals but the key starting materials for most of these are imported according to industry players.

With new units coming up, APIs for oncology, hormones, vitamins, steroids, and antibiotics will be locally manufactured in Gujarat, which were earlier imported mainly from China.

"Several pharma sector players are keen on their foray into API manufacturing. Some 1,500 units are currently into producing APIs; however, most are small and medium scale with limited range of APIs being manufactured. The upcoming units will not just augment capacities but also offer a wider range here with APIs for oncology and hormone medicines. This will help reduce India's imports from China for API manufacturing," said Shrenik Shah, chairman, Indian Drug Manufacturers' Association (IDMA) – Gujarat chapter

The upcoming units are mainly MSMEs eyeing at manufacturing of high-value products.

Apart from API Parks, the central government has introduced the Production Linked Incentive (PLI) scheme for Key Starting Materials, drug intermediates and APIs.

Source: Timesofindia

Government earmarks Rs 500 crore for scheme to support pharma clusters, MSMEs

The government has earmarked Rs 500 crore for a scheme to provide support to the existing pharma clusters and MSMEs across the country to improve their productivity and sustainability, an official release said the other day. The Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, released the guidelines for the scheme -- Strengthening of Pharmaceutical Industry (SPI) -- with a total financial outlay of Rs 500 crore for FY2021-22 to FY2025-26.

The scheme will address the rising demand in terms of support required for existing pharma clusters and MSMEs across the country to improve their productivity, quality and sustainability, the ministry said in a statement.

MSMEs keen to produce APIs

Gujarat and India's pharma industry is highly dependent on China for procuring bulk drugs for vitamins, antibiotics, and steroids. This will reduce in a big way with new units coming up.

The objectives of the scheme are to strengthen the existing infrastructure facilities to make India a global leader in the pharmaceutical sector, it added.

Under the scheme, financial assistance to pharma clusters will be provided for the creation of common facilities.

This will not only improve the quality but also ensure the sustainable growth of clusters, the statement said.

"Further, in order to upgrade the production facilities of SMEs and MSMEs so as to meet national and international regulatory standards (WHO-GMP or Schedule-M), interest subvention or capital subsidy on their capital loans will be provided, which will further facilitate the growth in volumes as well as in quality," it added.

The scheme will have three 3 components -- assistance to the pharmaceutical industry for common facilities (APICF); pharmaceutical technology up-gradation assistance scheme (PTUAS); and pharmaceutical & medical devices promotion and development scheme (PMPDS), the ministry noted.

The government has earmarked Rs 178 crore for a period of five years for APICF, which would provide support for clusters for the creation of common facilities with the focus on R&D labs, testing laboratories, effluent treatment plants, logistic centres and training centres in this order of priority.

Similarly, an outlay of Rs 300 crore has been earmarked for the PTUAS for five years.

Under the PTUAS sub-scheme, support for SME industries is proposed, either through up to a maximum of 5 per cent per annum (6 per cent in case of units owned and managed by SC/STs) of interest subvention or through credit linked capital subsidy of 10 per cent.

In both cases, the loan supported under this is to a limit of Rs 10 crore.

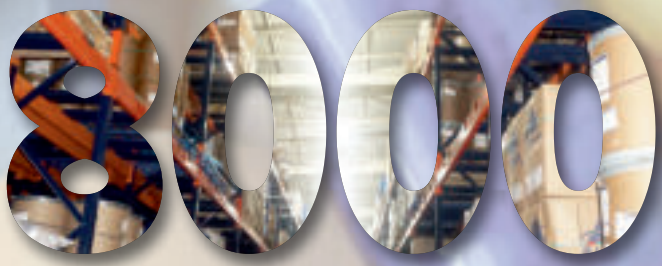
Further, an outlay of Rs 21.5 crore has been proposed for PMPDS for the next five years. Knowledge and awareness about the pharmaceutical and medical technology industry will be promoted under the sub-scheme, the ministry said.

Source: Economictimes

Toon Time

Shall we call this a techie phobia?

South India's first & biggest



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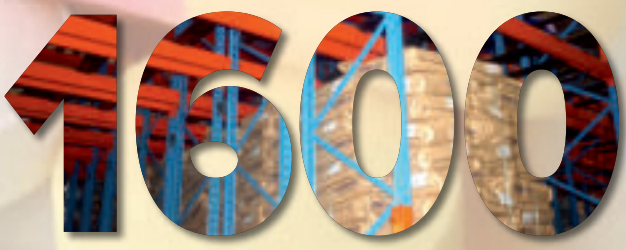

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After 2 years, Sanofi's drug ingredients spinoff takes flight

Two years and one pandemic after Sanofi unveiled plans to spin off its European drug ingredients business, EUROAPI has debuted on the Euronext exchange. Shares in the new active pharmaceutical ingredient (API) outfit rose more than 3% in early trading despite a wider market slump.

EUROAPI is touting its position as a "leading player" on the API scene. Its launch comes as COVID-19 and, more recently, the war in Ukraine expose gaps in the world's pharmaceutical supply chain. Many of the ingredients the pharmaceutical industry relies on are made in countries like China and India. EUROAPI is angling to become the "partner of choice for all pharmaceutical and biotech companies." It's previously said it believes it's the world's top manufacturer of small molecules and the second largest API maker by revenue.

The Sanofi spinoff boasts a portfolio of roughly 200 APIs, which it markets to more than 500 customers across 80-plus countries, EUROAPI noted in a release.

EUROAPI employs around 3,350 staffers and operates six "state-of-the-art" manufacturing and development centers in France, Germany, Hungary, Italy and the U.K.

"By operating as an independent company, EUROAPI will gain flexibility and growth opportunities to reinforce its status as partner of choice for all pharmaceutical and biotech companies," Karl Rotthier, the company's CEO, said in a statement.

Sanofi has retained a roughly 30% stake in EUROAPI.

Source: Fiercepharma.

Pune-based Brinton Pharma to setup R&D centre in UK

Pune-based drug maker Brinton Pharmaceutical on the other day said it plans to invest in a global research and development center in the United Kingdom.

The company has proposed to invest 30 million pounds over the next five years to strengthen its product pipelines, create 300 highly skilled jobs in UK and develop innovative products for its global consumers.

The proposed life sciences research and development centre in North of England region of UK will support acceleration of the company's research in the areas of biotechnology, health and life sciences.

"The investment helps the company engage in a thriving life sciences ecosystem, supporting their global ambitions to build next generation healthcare products," Brinton said.
The investment proposal was made during UK's Prime Minister Boris Johnson's visit to India.

"I'm very pleased that Brinton Pharmaceuticals has decided to join the legions of Indian companies investing in the UK, boosting our healthcare sector and driving economic growth," Johnson said.

"The primary objective is to generate a high-quality portfolio of niche-differentiated products that answer unmet needs. This is a significant step in our long journey to growth and we are quite excited, said Rahulkumar Darda, CMD of Brinton.

Source: Economictimes

On a roll, AstraZeneca's Ultomiris hits goal in rare autoimmune disease

AstraZeneca is making new progress with its Ultomiris expansion plan. On the heels of an FDA approval, the C5 inhibitor has returned with a clinical win in a rare autoimmune disease affecting the central nervous system.

A phase 3 clinical study testing Ultomiris in neuromyelitis optica spectrum disorder (NMOSD) has hit its goal, AZ said the other day.

Compared with the placebo arm in a clinical trial of its predecessor Soliris, Ultomiris reduced the risk of relapse in NMOSD patients who tested positive for anti-AQP4 antibodies.

AZ described Ultomiris' benefit as "statistically significant and clinically meaningful." The British pharma also offered a sneak peak into how the drug performed in the open-label CHAMPION-NMOSD trial. Specifically, none of the 58 patients experienced a relapse over a median treatment duration of 73 weeks.

Soliris won its NMOSD go-ahead in 2019 based on data from the phase 3 PREVENT trial. In that study, 94 of the 96 patients (98%) who took Soliris were relapse-free at 48 weeks, compared with 30 of 47 patients (63%) in the placebo group.

Both Soliris and Ultomiris are C5 inhibitors. The difference is that Soliris requires infusions every two weeks, while Ultomiris can be given every eight weeks.

Source: Fiercepharma

Did you know about Gubba?

Team Gubba is now developing a metrics called "Collaboration Index" to take care of non-business aspects of the team. Stay tuned!

Venomtech announces new drug development collaboration with Charles River

Venomtech is collaborating with Charles River Laboratories, International Inc. to help drug developers explore venom-derived compounds for a wide range of therapeutic targets. This newly formed collaboration will bring together Venomtech's biology expertise and vast venom-derived peptide library, with Charles River's drug development and screening knowhow, providing pharmaceutical manufacturers with a one-stop service to explore this unique natural resource. Millions of years of evolution have made venom-derived peptides highly specific, even for many of the hardest-to-hit drug targets. Venomtech's Targeted-Venom Discovery Array™ (T-VDA™) libraries provide researchers with a straightforward solution to rapidly screen thousands of individual venom fragments, with each array specifically designed to maximise hits for a specific target. Through the new collaboration, Charles River will be able to use this innovative resource – closely supported by Venomtech – to accelerate its clients' pipelines, addressing difficult therapeutic targets, uncovering new mechanisms of action and minimising off-target effects.

Paul Grant, CEO at Venomtech, explained:

Venomtech has been at the forefront of venom research for drug discovery for more than a decade. Through this relationship with Charles River Laboratories – a global leader for drug discovery contract research – we can now showcase our innovative technology, introducing the wider industry to the potential of venoms for the successful delivery of more leads, more quickly, for a broad range of targets."Vad Lazari, Director of Biology at Charles River, added: "In collaboration with Venomtech, we can now offer our clients access to bespoke venom libraries, potentially accelerating their discovery pipelines using this powerful natural resource. This arrangement will enable us to draw on Venomtech's specialist biological knowledge to quickly follow up hits and promising leads, helping our clients to overcome longstanding specificity challenges and exploit novel modes of action."

Source: news-medical

Optum launches Startup Studio program in India in partnership with IIIT Hyderabad

Optum Global Solutions (India) Private Limited recently announced the launch of Optum Startup Studio in India, in partnership with the International Institute of Information Technology, Hyderabad (IIITH). The program was launched by Jayesh Ranjan, Principal Secretary of the Industries and Commerce (I&C), and Information Technology (IT) Departments of the Telangana government and Phil Mckoy, Chief Information Officer, Optum.

Optum Startup Studio aims to identify innovative ideas and startups that can help accelerate value delivery by seeking solutions to some of healthcare's hardest problems. The India launch is an expansion of the program in the US and Ireland geographies and seeks to amplify the impact of the vibrant health tech startup and innovation ecosystem in India.

"The Optum Startup Studio program comprises two key levers: A startup accelerator that aims to unleash the full potential of India's promising health tech startups, mentoring them to rapid maturity as measured against international standards across respective products and services portfolios. Support for fast-track pilots with relatively mature startups that already have market-ready solutions," the company said in a statement.

"At Optum we are developing the technology of the future to help modernize, streamline, and simplify the health system. We will get there by collaborating and connecting people and information through the technology of the future. The evolving startup ecosystem in India presents a great opportunity for collaboration to develop numerous innovations in the health technology sector. We are planning to support this through our Optum Startup Studio program," Phil Mckoy, Chief Information Officer, Optum said in a statement.

"Innovation is one of the core values for us at Optum, that has helped us design ideas and solutions to help improve health care access and affordability, enhance the health care experience for providers and patients, and achieve better health outcomes for everyone. The Optum Startup Studio program, which we are now launching in India, shares a commitment with IIITH's focuses on engaging innovative start-ups with ideas and technologies that could have a meaningful impact on healthcare", said Ritesh Talapatra, Managing Director, Optum Global Solutions (India) Private Limited.

P.J. Narayanan, Director, IIITH stated that as a top research university in India, we are excited to be collaborating with Optum as both organizations share a commitment to further building and supporting India's health tech ecosystem.

The partnership with IIITH follows Optum being honored as part of a consortium that won an American Statistical Association Statistical Partnerships Among Academe, Industry, and Government Award in 2021 for developing a model that uses artificial intelligence and machine learning to forecast infectious disease spread.

Source: Financialexpress

CSR: The Emerging Frontier Driving Innovation in Healthcare

Corporate Social Responsibility (CSR) initiatives are driving a major impact in the social sector of the Indian economy. From education to sanitation, and from poverty to hunger, CSR initiatives have the power to transform the nation for the better, by uplifting its people, fortifying infrastructural capabilities, and enabling innovation through private sector funding.

Corporate Social Responsibility (CSR) initiatives are driving a major impact in the social sector of the Indian economy. From education to sanitation, and from poverty to hunger, CSR initiatives have the power to transform the nation for the better, by uplifting its people, fortifying infrastructural capabilities, and enabling innovation through private sector funding. In FY 2020-21 alone, India's total CSR expenditures were estimated to be above Rs 22,000 crore.

While, in the past, a majority of India's CSR funds were typically directed towards education, there has been a gradual trend towards the emerging frontier of healthcare innovation. This trend came to a head with the outbreak of the Covid-19 pandemic, which wreaked havoc on our existing healthcare infrastructure, and came as an eye-opener for many.

The ensuing emergency led to more and more Indian corporates shifting their CSR focus towards healthcare over other sectors. With cases compounding in number, and with limited resources available to meet the growing need, both government bodies and private organisations were quick to respond.

This response saw approximately 26% of India's total CSR expenditures, corresponding to Rs 5720 crores, directed towards funding healthcare in FY 2020-21. Certain states, such as Gujarat, showed an unprecedented commitment to funding healthcare, devoting 55% of their total CSR expenditure to healthcare in FY21, compared to 33% the previous year.

However, while this trend paints a promising picture for monetary resource availability towards bolstering our healthcare capabilities, the reality is that the healthcare industry is in dire need of more than just capital. What we lack is the ability to effectively allocate resources towards innovation in healthcare, making medical care accessible, affordable, and efficient.

As we take our first steps into a post-pandemic phase of recovery, CSR has taken on new importance with private institutions striving to create tangible impact. While CSR initiatives show great promise, to channel these funds effectively we need to make strategic pivots and shift our approach towards progressive CSR as a whole.

What Needs to be Done:

This much-needed change toward progressive CSR can be achieved via collaboration between government, public and private sectors enabled through a paradigm shift in the approach. Some of the enabling element that can trigger those changes are:

Enabling Legislation: Enabling legislation to create flexibility by widening the scope, management and deployment of CSR investment to attract and deploy appropriate funds with ease.

Awareness: Creating awareness about legislation, processes, and advantages of CSR investment in healthcare, and profiling success stories among the stakeholders to create confidence and positive motivation to attract CSR funding in areas of focus.

Capacity Building: There is an unmet need to create a standardised curriculum, including career path, product and process training avenues to help build an efficient advisory and implementation ecosystem, including capacity building.

Democratise Product Creation and Access: Creating policies and an ecosystem that helps agencies manufacture affordable products that are simple to understand, develop, access and invest in. At the same time, we must create norms for the proper management and marketing of the products.

How Can it be done?

To address the huge unmet need, with a widely dispersed CSR pool, one would need to back innovative healthcare model, both product, services or enablers, that can help intensify and channelise resources towards fewer, bigger and bolder bets in healthcare to solver larger societal healthcare needs.

Few ideas that are in line with the suggestion and could be considered for implementation are as follows:

Innovation Fund: Governing bodies should create a public healthcare innovation fund to invest in projects related to (1) health-tech, (2) med-tech and (3) biotech. These dedicated pools should create programs and manage resource allocation across start-ups, R&D and public projects that use technology and other innovative models to solve public healthcare needs.

Social Impact Bonds: CSR money should be allowed to be invested in social impact bonds and any return should be allowed to be recycled as part of future CSR commitments.

Smart Healthcare Projects including Telemedicine Projects: Accredit all projects of the state and central government that use innovative and technology-based healthcare models to deliver larger public healthcare needs to receive CSR funding. This should include telemedicine projects that are set up in extra-urban and rural locations.

Source: Health.economictimes

GOVERNMENT OF TELANGANA
FOREST DEPARTMENT
HARITHA HARAM PLANTATION
In association with
RA CHEM PHARMA LIMITED
A Corporate Social Responsibility (CSR) initiative
PROJECT VALUE AND PERIOD: Rs. 30.00 Lakhs; Feb 2022 to March 2024

Location : Keesara RF Block
Area : 1 Ha
Scheme : RA CHEM (CSR)
Beat : Keesara
Section : Keesara
Range : Keesara
District : Medchal

Total Plants: 10000 Nos.
Bit-1 : 5320 Nos.
Bit-2 : 4680 Nos.
Espacement: 1 mtr x 1 mtr
Species : Terminalia arjuna
Syzygium cumini
Year : 2021-22

RA CHEM PHARMA LIMITED collaborates with the Telangana Forest Department for their CSR

RA CHEM PHARMA LIMITED has collaborated with the Telangana Forest Department for the prestigious
HARITHA HARAM PLANTATION Project under the CSR initiative of the RA CHEM PHARMA LIMITED.

What gave birth to the ideology behind this project?
Environment and ecological balance

How many beneficiaries are involved in the project? What's the impact on their lives?
- A mature tree absorbs 48 pounds or 0.0216 tons of Co2 per year. 10000 plants will absorb app. 216 tons of Co2 per Year.
- A mature tree produces 260 pounds or 0.1179 tons of oxygen per year. 10000 plants will produce app. 1179 tons of oxygen per yr.
- The price of Oxygen Cylinder products are between Rs 3,400 to Rs 8500 per piece.
- Average Rs 4300 for 1179 its 50 Lakhs per years.
- Average Rs 5950 for 1179 its Rs 70,15,050-00

What is RA Chems vision in this particular project? What are the costings involved?
With a vision to reduce and minimize the carbon footprint and increase maximize the oxygen produce is the core objective of this project. This is a multi-year project for 2022-24 to raise the plants, 2022-23 First Year Maintenance and 2023-24 Second Year Maintenance. The total Project cost is Rs 30,00,000-00 [Rupees Thirty Lakhs Only] from 2021 till Mar 2024.

How long has the module taken – right from design to execution?
About Six months

Can you please brief us on the technicalities of the project?
1 hectar Reserve Forest has been allocated by the Telangana Forest Department. 10000 saplings of plantation has done in the allocated space with the boundary fencing. Rising of plantation and two years maintenance is the scope of the project. This project is mapped in line with the Sustainable Development Goals [SDGs] 15 Environment to protect, restore and promote sustainable use of territorial ecosystems, sustainably manage, forests, combat desertification, and half and reverse land degradation and halt biodiversity loss. Project is located at Keesara in Medchal-Malkajgiri District of Telangana which is 17 Kms away from the RA CHEM PHARMA LIMITED`s Finished Dosage Formulations manufacturing Unit.

Name of the Reserve Forest: **Keesera RF**
Village: **Keesara**
Soil Type: **Black and Sandy Loam**
Total No. of Planting: **10000 [Ten Thousand Numbers Only]**
Execution Agency: **Telangana Forest Department – District Forest Office Medchal**

Source: ravikumar.p@rachempharma.com

Happy Happenings at Gubba

New Borns

Mr. Laxman
(Gubba Y4 Supervisor)
Blessed with
Baby Girl
12 June, 2022

Mr. Srikanth
(Gubba Customer Development)
Blessed with
Baby Girl
11 June, 2022

Mr. Raju (Gubba K2 Technician) - **Buys a new car**

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The Council For Healthcare & Pharma (CHP) pushes for reforms driven by R&D and innovation - Dr Gurpreet Sandhu

The Indian pharmaceutical industry is the second largest contributor to its economy. For its consistent services to the global community & ensuring continuous supplies of medicines and lifesaving drugs, India is considered the pharmacy to the world. However, to continue its legacy and ensure affordable and quality generics, the Indian players would have to do much better. Realizing this, Dr Sandhu advocates for healthcare & pharma reforms supported by Investments in R&D, AI, and Innovation.

Dr Sandhu is consistently putting his efforts to focus on core areas, such as Capacity Building, CMO, R&D, and Pharma-Tech infusion with a globally aligned Regulatory Regime. He stresses that an internationally oriented regulatory environment would further broaden the market base for our products and enhance their acceptability. He says, "if we focus on strengthening the fundamentals, the biggest beneficiary will be our home market which will supplement the much-needed enhancement of exports.

A strong advocate of innovation and technology infusion, Dr Sandhu believes that besides strengthening the production and supply chain management with appropriate & modern technology tools like blockchain & AI, the industry must also invest heavily in R&D, specifically in APIs. CHP is extensively working to strengthen Pharma production into a self-sustainable & Backwardly Integrated system.

CHP is a global thinktank that consists of members from various emerging and advanced global economies like India, Brazil, Japan & USA. The forum advocates the development of integrated, sustainable health systems around the globe, offering affordable quality healthcare solutions for all. Working under the guidance of Dr Sandhu, the Council supports efforts of good manufacturing practices and supply chain management solutions to cope with the evolving healthcare ecosystem.

Persistent efforts from Dr Sandhu are starting to show positive results already. His vision, coupled with extensive experience and a future-oriented vision, is beginning to yield imminent changes acting as a benchmark to bring constructive & long-term reforms to Indian Healthcare & Pharma industry.

Source: Freepressjournal

Lupin goes live with SAP S/4 HANA on HPE GreenLake to drive digital transformation

The company deploys HPE GreenLake edge-to-cloud platform to modernise mission-critical data centre applications and infrastructure

Hewlett Packard Enterprise announced that Lupin has selected the HPE GreenLake edge-to-cloud platform to run its advanced SAP S/4HANA mission-critical environment to accelerate digitisation, transform critical business processes and improve performance.

Lupin recognised the need to digitise more applications, improve scalability, decrease risk of security breaches and eliminate critical data loss. To successfully transition Lupin's existing SAP ERP Central Component to S/4 HANA, a pay-per-use model with minimal upfront investment was deployed, the companies said in a statement.

"At Lupin, our priority was to transition to a highly scalable and flexible IT infrastructure to manage the variable demands from the business and to support new projects and initiatives without compromising data security," said Sreeji Gopinathan, Chief Information Officer, Lupin, in the statement.

He added, "HPE proposed an entire end-to-end solution with HPE GreenLake to manage our applications from a single platform. With this solution, we retain our mission-critical data and technology within our own data centres, and have a solution that delivers the highest levels of availability and security, which are both crucial to our business."

Lupin selected the HPE GreenLake platform which offers scalability and delivers the cloud experience through a pay-per-use model. With the data stored on-premises, the platform also meets compliance and regulatory requirements. The platform offers a dashboard to monitor and plan the daily consumption of resources and provides complete visibility of IT spend to improve budget planning and forecasting, added the statement.

The solution, delivered as a cloud service through the HPE GreenLake platform, uses HPE Superdome Flex, for in-memory processing and mission-critical capabilities, resulting in superior performance for SAP S/4 HANA workloads. HPE also delivers much-improved application and data availability with HPE Primera and HPE Service Guard. As SAP is a mission-critical business workload for Lupin, HPE GreenLake management services help Lupin remotely monitor, operate and optimise its infrastructure and applications across the entire environment – from edge to cloud.

Source: Expresspharma

P360 Launches ZING Engagement Suite to Help Pharma Sales Teams Improve HCP Engagement

P360 boosts its ZING unified communications platform with a suite of new technologies

P360, leading technology developers for the life sciences industry, announced the launch of its ZING Engagement Suite, which helps pharmaceutical sales teams seamlessly engage with today's hard-to-reach healthcare professionals (HCP) at scale. The ZING Engagement Suite is a comprehensive digital-first solution that enables compliant omnichannel HCP engagement by enhancing existing communication channels with features including text messaging, two-way voice and video calling, onscreen collaboration and form sharing, inbound communications with QR code scanning, artificial intelligence (AI) assistance, signature capture, easy access integrations and more. The announcement comes as pharmaceutical sales, marketing and commercial operations teams grapple with how to better engage with prescribers and other stakeholders amid the pandemic and ever-tightening regulations and policies.

"The ZING Engagement Suite is the only platform available that equips pharmaceutical sales and marketing teams with everything they need to engage with healthcare professionals in a streamlined, digital-first manner; which is quickly becoming the norm," stated P360 CEO and Founder Anupam Nandwana. "ZING integrates with leading CRMs and is full of powerful features that enhance any sales enablement strategy or workflow. But for HCPs, ZING offers a seamless, hassle-free experience that is seen as nothing different from their normal mobile communication method. There are no apps to download or logins and subscriptions for end-users to deal with."

The expanded ZING Engagement Suite is the next generation of P360's previously announced ZING Communication Module. Strengthened with several enterprise-grade features, the ZING Engagement Suite is a robust unified communications as a service (UCaaS) platform that enables pharmaceutical sales teams to engage with healthcare professionals via multiple modalities without barriers. This is something physicians have been asking for.

The ZING Engagement Suite addresses all the pain points associated with traditional HCP engagement methods by enabling pharmaceutical sales and marketing teams to:

Exchange SMS messages with HCPs: Two-way text messaging between pharma reps and HCPs in support of logical and promotional messages, including digital media and attachments. HCPs receive messages on their mobile devices via SMS or WhatsApp. Sales reps are provided with compliance-approved templates and content.

Engage in two-way voice calling: ZING enables 1:1 calling between reps and HCPs from the same platform as SMS messaging. Reps are equipped with personalized phone numbers with local area codes for each territory. No special apps are required; users talk on their standard mobile phones and can separate work calls from personal.

Initiate instant video calling: No installations are required for the invitee or host and invitations can be sent by text message. Includes full video conferencing capabilities that are compatible with any device or browser. The user interface (UI) can be custom branded.

Embed video anywhere: Enables instant video calling from any digital channel. Call buttons can be embedded in presentations, IVAs, branded materials, websites and within CRM systems with no installation required.

Deploy intelligent bots: Pharma reps can be powered with automated responses to inbound requests (e.g., co-pay card requests). And when needed, reps can seamlessly transition the conversation back to themselves. The bots can even be personalized for each territory, rep and brand.

Capture signatures instantly: Standard forms can be uploaded to the platform and then sent via text message for electronic signature. The platform also makes it easy to integrate data and documents into systems of record.

Make communication easy with QR codes: Reps can provide HCPs with QR codes that enable instant text, call or video communication. They can be personalized for each brand, with codes programmed to connect directly to appropriate reps.

Co-Browse and share forms: Reps can work collaboratively with HCPs and staff, sharing forms and other important documents. Teams can collect, validate and process information instantly with no additional software required on the HCP's end.

Easy scheduling: A smart scheduling engine helps with the booking of multiparty appointments. HCPs can accept or suggest available times instantly. Integrates with MS Office.

AI-powered content moderation: AI-powered content moderator for outbound messages. Helps reps avoid social or business-related inappropriate language.

The ZING Engagement Suite enables personalized 1:1 communication using native text messaging on a HCPs iOS or Android device with pre-built integrations with major CRMs. This makes it easy for pharma IT teams in terms of data management and integrity for things like territory alignments, roster changes and other specific data integration needs. Compliance can track every communication, end-to-end. And managers can measure activity and results with ZING's powerful dashboards.

Source: Businesswire

Iktos and Teijin Pharma to Co-Develop New Technology for Small Molecule Drug Discovery

Iktos, a company specialized in Artificial Intelligence (AI) for new drug design, and Teijin Pharma Limited, the core company of the Teijin Group's healthcare business that provides comprehensive healthcare services to improve the quality of life, today announced a strategic collaboration agreement in Artificial Intelligence for new drug design.

Under the agreement, Iktos generative modelling technology will be implemented and applied to several Teijin Pharma's small molecule drug discovery projects to expedite the identification of potential pre-clinical candidates. Iktos and Teijin Pharma will collaborate in developing new AI technology aiming to bring further improvement and speed to the drug design process, leveraging Iktos' proprietary know-how in AI for Computer Aided Drug Design (CADD) and complementing Teijin's research and development capabilities.

In the recent years, Iktos has emerged as one of the world leaders in AI for drug design, establishing multiple collaborations with renowned pharmaceutical companies and successfully developing the AI software platforms Makya™ for new drug design and Spaya™ for synthesis planning. Iktos' generative AI technology, based on deep generative models, automatically designs virtual novel molecules presenting the desirable characteristics specified by the researchers. This approach brings unprecedented efficiency in the exploration of chemical space and produces innovative molecule designs with greater freedom to operate. It is a novel solution, validated through many collaborations, to one of the key challenges in drug design: the rapid identification of molecules that simultaneously satisfy multiple parameters, such as potency, selectivity, safety, and project-specific properties.

Based on the recent drastic demographic change and increased health consciousness, Teijin Pharma is committed to providing healthcare solutions in the priority fields of bone, joint, rehabilitation, neurology, respiratory, cardiovascular and metabolic diseases. Creating innovative drugs is one of the company's core business strategies and Teijin Pharma is now focusing on strengthening technological foundation for small molecule drugs that play major roles among the drug modalities for innovative drug discovery.

"We are thrilled and proud to announce a strategic collaboration with Teijin Pharma, a leading company that contributes to society by providing advanced healthcare solutions.'' said Yann Gaston-Mathé, Co-founder and CEO of Iktos. "It is a major recognition for Iktos to be selected by Teijin Pharma as a strategic partner for implementation, development, and application of generative modeling technology for new drug design. Iktos has been a pioneer in the application of generative models for drug discovery and is recognized as a world leader in the technology space that has the potential to disrupt the way new therapeutics are designed.'' "Our ultimate objective is to expedite drug discovery and achieve time and cost efficiencies for our global collaborators by using Iktos's proprietary AI platform and know-how. We are confident that together with our Teijin collaborators, we will be able to develop new technology to bring further speed and efficiency to drug discovery."

"We are delighted to create innovative new small molecule drugs together with Iktos," said Ichiro Watanabe, President of Teijin Pharma. "We provide solutions in the field of demographic change and increased health consciousness and are focusing on the launch of new drugs. Iktos' proprietary AI technology will dramatically accelerate our small molecule drug discovery. We continue to enhance patients' quality of life by providing new treatment options for diseases with high unmet needs."

Source: Businesswire

Collaborations

Comera Life Sciences and Intas Pharmaceuticals Announce Research Collaboration

Comera Life Sciences, Inc. ("Comera" or the "Company") and Intas Pharmaceuticals Ltd. ("Intas") announced a research collaboration to develop a new generation of bio-innovative biologic medicines to improve patient access, safety, and convenience.

Under the terms of the partnership agreement, Comera will develop a differentiated formulation of an Intas product using Comera's innovative proprietary SQore™ formulation platform. Intas will initially provide research funding with the option to acquire global rights to the formulation through an exclusive license with responsibility for subsequent development and commercialization.

"We are excited to work with Comera to enhance therapeutic options and access for patients," said Binish Chudgar, Vice Chairman and Managing Director of Intas Pharmaceuticals. "This collaboration will accelerate our quest to develop innovative, value-added medicines that can make a difference in patients' lives globally," he added.

"This collaboration is the latest step in our long-term partnership strategy to leverage our SQore platform and transition from preclinical, early-stage assets to late-stage, marketed products," said Jeff Hackman, Chief Executive Officer and Chairman of Comera. "We look forward to working with Intas and developing a differentiated formulation that will make it easier for patients to use and increase healthcare savings."

Source: Businesswire

OFFICIAL HUMANS OF GUBBA

Welcome to Gubba's personal platform, where you meet the humans of Gubba informally!

I was tagged "useless" once I failed my 10th , my father was worried and took me to his "go-to" place, the Gubba's. They assigned me a job that required 0 skill, just patience and writing the bills. I don't know if it was an inside awakening or the influence of the atmosphere and the people I was surrounded with or probably, even both that spiritually, I began to change. At that young age, I started getting firm about changing my life for the good. I underwent 1 year training and also finished my graduation, as advised by the MD of Gubba cold storage, Mr. Nagendar Rao. This entire process, made me a seeker for learning. I wanted to learn from everyone, in every way possible. No matter who the suggestion came from, if I saw an opportunity, without a second thought, I invested my time and got myself enrolled in what-so-ever course. The hard work was finally paying off, when on August 1, 1989, I got promoted as a data entry operator. IT was the biggest boost of my life and I said it myself, "It's just the beginning!"

It was in 1993, that I achieved another milestone by developing Gubba's own accounting application in the name of "Munim" that my firm used for more than 10 years, until 2007. Giving back to what made me, "me" was a sense of satisfaction that I'd been thriving for. The company showed so much faith in me, that within no time, I started handling the IT-returns, purchase department, accounting. Gubba felt so much like my own, that I never in 35+ years of service felt like a job!

The feeling of being accountable to everything that went wrong, came so naturally to me that there were days I've worked without sleep and the best part of it was, no one ever asked me to!

In 2010, through Gubba, I attended this forum called landmark and it played the most important role in my personality development. I discovered a sense of freedom from "What other's think about me" which earlier was my biggest obstacle. I liberated myself from so much unnecessary burden that only I was responsible for carrying!

Presently, I am the General Manager (GM) of the prestigious Gubba cold storage pvt ltd and will contribute to the same as long as I'm capable to.

Gubba has transformed me personally and professionally, for sure made me someone that my family and more importantly, I myself am proud of!

- Immadi Srinivas - General Manager
Gubba Cold Storage

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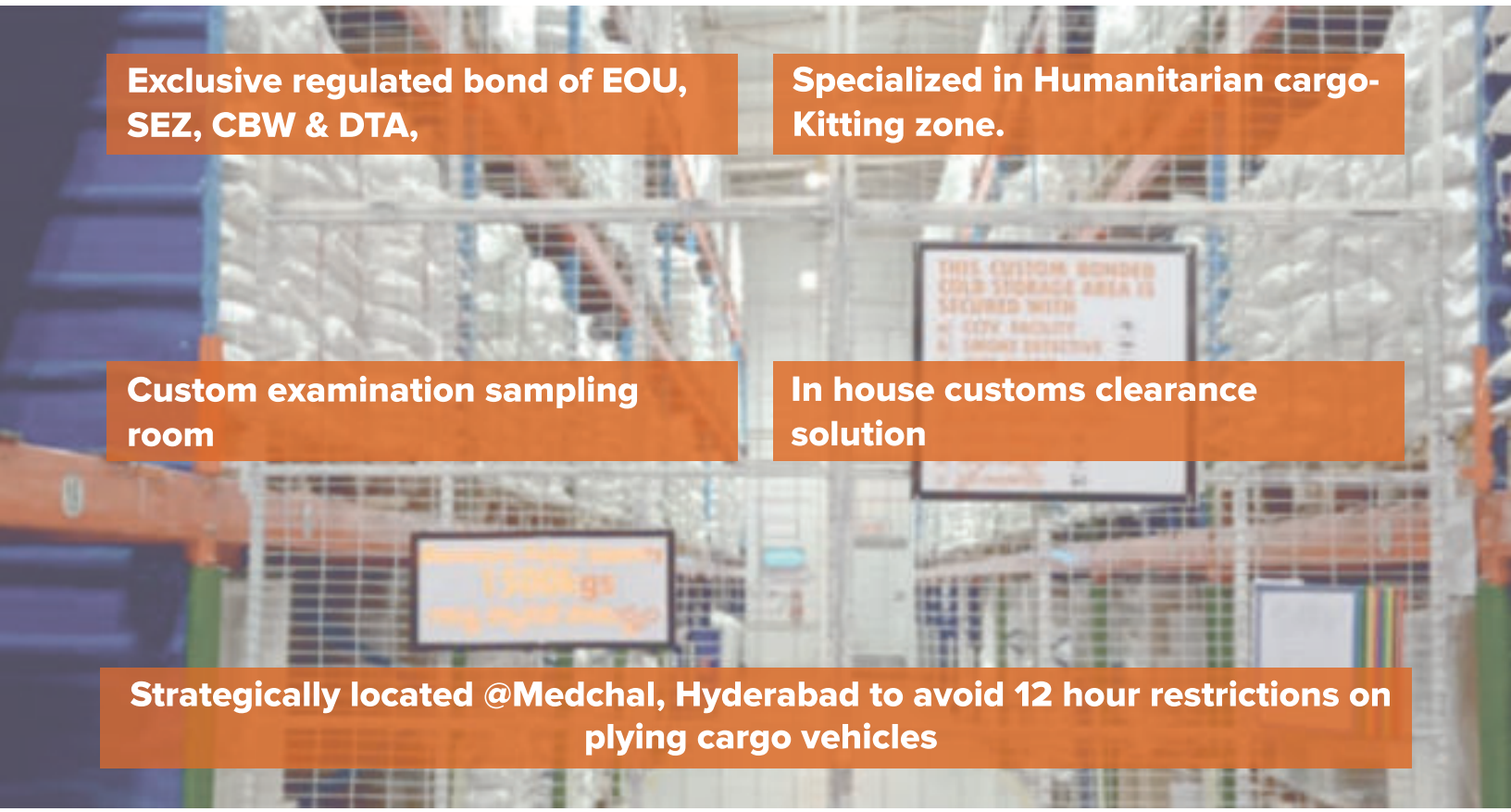

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