

Internship
at
EISAI Pharmaceutical India Pvt. Ltd. (EIL), Mumbai

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Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Pharmaceutical Management

Academic year, 2017-2019



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Company profile

Eisai is a Japanese pharmaceutical company having headquarter in Tokyo japan Nihon Eisai Co. Ltd. was established in 1941. In 1944, merger with Sakuragaoka science laboratory resulted in creation of Eisai Co. Ltd. The yankee subsidiary of the corporate, Eisai Inc., was established in 1995 Eisai Pharmaceuticals India Pvt. Ltd. (Eisai India) came in India in 2004 and current headquartered at Mumbai Eisai India products includes medicines in several therapeutic areas such as central nervous system disorders, metastatic breast cancer, benign prostrate hyperplasia, muscle spasm, vertigo, gastrointestinal disorders, diabetes and peripheral neuropathy.

Eisai India has a dedicated team of well dedicated team which works for its mission of human health care Eisai India's integrated Manufacturing and Research complex at Visakhapatnam (Vizag), Andhra Pradesh and has state of the art technology Eisai India's Vizag facility manufactures Drug Substances (Active Pharmaceutical Ingredients), Drug Products and carries out Developmental Research of Active Pharmaceutical Ingredients (APIs).

The facility is registered as a pharmaceutical manufacturer at regulatory agencies viz USFDA, PMDA, MHRA and WHO. Research labs at Vizag facility square measure recognized by the Department of scientific and industrial analysis (DSIR). Facility also received the Certification of ISO 14001:2004 for (EMS) from TUV SUD. Eisai's s corporate philosophy and mission on the "hhc" concept. hhc stands for human health care (hhc) which means all the members at Eisai are committed to first work for the patient health, it is a patient centric organization having the main area of work in CNS segment, MS segment and oncology segment in India. Eisai have been regularly involved in various kind of CSR activities too like providing free medicines in the needed areas. While from working culture, it has received awards like "great place to work with".

Introduction

With the advent of technology and penetration of technology in lives of people online has become the buzz word now just with a click you could get your favorite food, dress, anything what a person wants and no need of going to the stores physically this has now started in case of pharmaceutical too Various online pharmacy / e pharmacy has come up there are more than 270 service providers on a click the medicines get ordered and it is delivered to you at a price which is sometimes cheaper than the MRP. n on-line pharmacy, net pharmacy, or mail-order pharmacy could be a pharmacy that operates over the web and sends the orders to customers through the mail or shipping firms.

Online pharmacies would include: Pharmacy profit manager – an oversized administrator of company prescription plans Legitimate net pharmacy within the same country because the person ordering. Legitimate net pharmacy in an exceedingly completely different country than the person ordering. This pharmacy sometimes is authorized by its home country and follows those laws, not those of the international orders.

Illegal or unethical net pharmacy. the online page for associate black-market pharmacy might contain lies concerning its home country, procedures, or certifications. Conventional stationary pharmacies sometimes have controlled drug distribution systems from the manufacturer. Validation and smart distribution practices area unit followed. Home delivery of prescribed drugs may be a fascinating convenience however typically there may be issues with uncontrolled distribution.

The cargo of medication through the mail and mail is usually a priority for temperature-sensitive prescribed drugs. Uncontrolled shipping conditions will embody high and low temperatures outside of the listed storage conditions for a drug. for instance, the United States agency found the temperature in an exceedingly mail hold in the sun may reach 136 °F (58 °C) whereas the close air temperature was a hundred and one °F (38 °C)[1]

Shipment by mail and couriers reduces transit time and infrequently involves delivery to the door, instead of a mail box. the utilization of insulated shipping containers conjointly helps management drug temperatures, reducing risks to drug safety and effectivity.

There are several other factors also which fuel the gearing up of e pharmacies like increased population more younger people connected with technology increased pattern of chronic diseases(pain, obesity, stress, dyslipidemia, diabetes, epilepsy dementia) long term illness people living at place far from there near and dear ones so ordering a medicine becomes a good option internet penetration (% of Population) was 0.5% in 2000 and reached to 56.8% in 2017

Some of other factors leading for popularity of e-pharmacies are time saving, cost saving, round the clock access, transparency, convenience, etc. But the things are not too much simple there have been many complications in the online pharmaceutical business due to many factors major one includes lack of a proper regulatory frame work, illegal drugs marketing cross borders , giving medicine without prescription , fake prescription uploading

The laws governing Pharmacies in India are derived from Drugs and Cosmetics Act, 1940; Drugs and Cosmetics Rules, 1945; Pharmacy Act, 1948; Indian Medical Act, 1956 and Code of Ethics Regulations, 2002, etc. These all laws were written before the era of internet services so the don't have any direct regulation and the matter goes up into the judicial system where sometime bans are imposed and sometime taken off.

There has been significant growth prediction done for the online pharma business in India and it will grow on a greater extent.

RESEARCH DESIGN

OBJECTIVE OF THE STUDY

“To Study the Awareness, Usage and Perception about Online Pharmacy among the doctors”

“To Study the Awareness, Usage and Perception about Online Pharmacy among the chemists”

“To Study the Awareness, Usage and Perception about Online Pharmacy among the consumers”

RESEARCH PLAN

1. SECONDARY RESEARCH

Secondary data was collected before designing the questionnaire, the survey was done with Doctors, chemist ,consumer

Other Information was collected through various sources which include medical journals, websites and articles

2. PRIMARY RESEARCH

TYPE OF DATA : Primary data.

TOOL OF DATA COLLECTION : A survey questionnaire was prepared, and responses were taken from all the involved stake holders

TYPE OF QUESTIONNAIRE : Semi structured

MODE OF DATA COLLECTION : One to one interview.

INTERVIEW TECHNIQUE : In depth interview was conducted by using probing method for each question.

TYPE OF RESEARCH : Quantitative research.

RESEARCH AREA: North Bangalore (Yeshwantpur , Rajaji nagar ,hebbal)

SAMPLE SIZE : Doctor/physicans -80

Chemist -40

Patients / Consumers-80

SAMPLING TECHNIQUE : Non Probability convince sampling

ANALYSIS OF DATA : Microsoft Excel.

Results and discussions –

- The present study revealed that 83 % of stakeholders which included physicians, chemist, consumers were aware about the online pharmacy services it may be due to increased technological exposure 76 % Physicians have agreed that online pharmacy helps in increasing the accessibility as people are now easily able to get medicine.
- Current pharmacy services in India are not too much satisfactory they need a lot of improvement.
- The biggest advantage which emerged about the online pharmacy included the price, delivery services .It can be seen from the data that 85 % of the pharmacy stores do not have the facility of any home delivery so it becomes difficult for the elderly patients/ disabled patients and they have to frequently visits the pharmacy stores
- From the data it can also be observed that most of the patients purchase the medicine or therapy for 15 days to one month of stock in case of chronic ailments so that they don't have to visit the store again here the online pharmacy can play effective role as people could order medicines online and some online pharmacy even provide the same day delivery services
- Issues which arise with the traditional pharmacy includes price are high as compared online, sometimes no proper bills are given and less or no patient counselling.
- Issues emerging with online pharmacy are increased chances of self-medication, chances of ordering wrong medicine , supply of inferior quality of medicine Some of the chemists have also a view that the online pharmacy services do not follow the Pharmacy Act and other regulations this has also started impacting their business
- Majority of people still depend on traditional pharmacy and visit the stores self to purchase the medicines.
- Majority of people believe that online pharmacy is more convenient method of purchasing the medicines with many discount vouchers offered.
- Net meds Apollo and Medplus emerged out to be leading players in e pharmacy services in banglore city .
- Focusing on the availability of the brand, improving the delivery time, verifying the customer details, no compromise in the quality and tie ups with the local chemists came out to be major suggestions for improvement in the online pharmacy services

As there has been significant increase in the technology and everything now comes in hand these online pharmacy services have also made their way people are more to purchase the medicines online , price comparison has also been one of the factor a recent survey report of medical journal publications has shown that before visiting any pharmacy store people tend to search information about the medicine online including the pricing information and dosing pattern , now the online pharmacy market has started covering around 1100 crore of business in India

But there have been some of the serious challenges faced by online pharmacy as there are no proper rules and regulations governing the pharmacy services in India all the Acts including the pharmacy Act 1948 , Drugs and magic remedies act were made before the advent of online Pharmacy hence it does not get covered under it and other techno legal requirements are also compromised some ties which includes encryption , data privacy, cyber laws, cloud computing , internet obligations , currently due to the absence of proper cyber law diligence requirements some times the IT act 2000 is breached.

So a requirement of proper law is also there which could prevent the misuse of the online pharmacy practices and there remains no issues of privacy and security and maximum utilization of the resources could be done

Recommendation -

➤ For Companies providing online pharmacy services –

- a. Making more user-friendly Apps which should have more customized option as per the needs and requirements of the consumer
- b. Providing the quality medicines
- c. Providing medicines only with a proper prescription
- d. Following the laws and rules as per the required standards
- e. Maintained privacy and security
- f. Tie ups with the local pharmacy so that customer need could be fulfilled at all the times
- g. Timed delivery and providing the full dosing pattern in a written format so that patient could keep it for future help
- h. Setting up of ADR reporting helpline along with customer support services round the clock

- i. Tracking facilities to be improved
- j. Improved supply chain visibility
- k. In case of sedative and narcotic, habit forming drugs prescription cross verification should be done

➤ **For Pharmaceutical companies**

Companies which provide their products in online pharmacy services must also ensure that

- a. The online firm is an established brand
- b. It should cater the need of maximum people
- c. Proper quality of goods to be supplied
- d. Proper stock should be made available
- e. Full drug information should be given and that must be reflected in online pharmacy providing platforms
- f. Helpline via a company should also be provided in case of some serious ADRs

It can also reduce the expense for the company, and it could add to the sale growth of company as the product would be readily available online , help in the business expansion and providing health care facilities to the large number of people.

All the dosage form should be made available online, company dealing with chronic drug therapy segments should ensure that the medicine is available online as people tend to purchase the huge stocks in case of chronic therapy .

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