

INTERNSHIP REPORT AT PORTEA MEDICAL PVT. LTD

Portea Medical Pvt. Ltd, it one of India's largest and successful home healthcare service provider, which works with leading hospitals, diagnostic centres, physiotherapists, doctors and nurses who are experienced, Geriatric care, diabetes management, pharmacy services and others for the betterment of the health and outcome of patients. Portea provides high-quality hospital services at the comfort of your home. All the clinicians working with Portea have undergone rigorous hiring standards and provide the best care to patients. Portea also provides medical equipment rentals and or, sales and making health care plans for patients at their reach.

Portea Medical which provides improvised home healthcare services acquired Medybiz Pharma which specialises in the distribution of specialty pharmaceutical medicines and Patient Support Services providing better care for patients with chronic illness in India. Portea has already being specialising with patients with chronic illness/diseases, and this acquisition has made a vital and powerful pharmaceutical distribution with added benefit of pharma solutions delivering an improved and effective pharmaceutical care for patients who require an ongoing need of medicines for their treatment. Medybiz is India's leading Pharmacy Benefit Manager. It has been providing prescription refill and therapy compliance support for super specialty medicines. Medybiz Pharma's services include Specialty Pharma Support (Patient Medybiz Pharma in a move that will enable Portea to strengthen patient engagement and Assistance Programs 'PAP') for pharmaceutical companies and Pharmacy Benefits Management (PBM) services as part of employee benefits programs. The company's offerings run the entire gamut covering Diabetes, Cardiology, Oncology, Osteoarthritis, Osteoporosis, Rheumatoid Arthritis, Respiratory and Neurology, amongst others.

Medybiz pharma is committed to continually enhance customer satisfaction by providing easy and timely access to quality medicines at affordable prices through state of the art prescription management with good storage and distribution practices. Medybiz pharma works by providing three nodes of services,

1. Patient Assistance – where they provide customized programs which is focusing on improved access to medication and care and increased therapy compliance.

2. Pharmacy benefits- A comprehensive pharmacy program for employees complementing health benefits through health insurance and coverage.

3. Specialty Distribution- They provide PAN India controlled distribution with last mile tracking designed in compliance with specific handling and storage needs of specialty medicines.

Providing pharma companies with specialized distribution, prescription refill, therapy compliance support for super specialty medicines that require highly specialized handling & adherence protocols. Offering pharmacy benefits to employees of corporate houses by assuring availability of genuine medicines through cashless mode (funded by insurers/company) while bringing economies of scale. (Medybiz Pharma, 2015)

Patient Assistance Programs

Prescription medicines have become an important part of quality medical care. Every two out of three visits made by patients to doctors end with a prescription being written. In India, nearly 3.4 billion prescriptions were filled in 2011. Prescription medicines have a wide range from an ear infection to those used to treat potentially life-threatening conditions, such as asthma, diabetes, cardio vascular diseases, respiratory, neurology and oncology. Once patients get access to these medicines then it means better patient outcomes and an improved quality of life. This way we can delay or prevent costlier medical problems. Yet, several individuals have a financial constraint and cannot afford to pay for needed prescription medications. And this stated trend poses a threat to the individuals and public health.

According to a survey by pillsbills.com, more than 90 million Indian's do not carry a health insurance policy and many more are underinsured; and many under this category are from the working families' category. Even the individuals with health insurance many are above the age of 65 and these also are without prescription drug coverage. People from the lower income group who are older in age and are suffering with a chronic condition require multiple medications, face the greatest economic burden. So, this was they tend to take less of their medication than which has been prescribed due the cost crunch concerns. It doesn't make it better for the

uninsured adults and their families who are more likely to under use their medications just to cut their drug cost. (pillsbills, 2017)

Patient assistance programs or PAPs are the efforts that has emerged to help patients who do not have a health insurance or prescription drug coverage to get medication as per their need. Pharmaceutical companies run such programs where they provide free or low-cost prescription drugs to qualifying individuals. Other than the pharmaceutical companies, disease management associations and NGOs also use this to create access to medication and get patients the assistance to care and financial services as per requirement and need. Financial assistance provides a valuable resource to patients, helping them to comply with required drug regimens and, in turn, obtain better health outcomes. Many people use PAPs to get medication which is needed but they cannot afford. But in India majority of the patients lack the knowledge and advantage of using a medication assistance program which are offered by pharmaceutical companies.

Most of the pharmaceutical companies offer PAP. To get enrolled in a PAP program, they need to be eligible by having a valid prescription of the medicine, a consent from the health care practitioner or physician also a proof of citizenship.

OUR ROLE

We provide Specialty drug distribution to patients who are enrolled under the Patient Assistance Programs run by pharmaceutical companies. These types of drugs are tablets, injectables or infusions. As their name, specialty medicines are used to treat chronic, rare, and complex illness. These are called so because they are usually given by a different route of administration, they are costlier than many prescription drugs, they require special storage and handling conditions and require a proper rationale on their use, cannot be missed. And they need to be delivered quickly.

We deliver, Secure and free delivery of medications usually with a TAT of 48 hours from the time the order is confirmed. We provide delivery to patient's home, doctors clinic or the hospital pharmacy, as per requirement. Package tracking is done for prompt delivery.