

Availability, Accessibility & Affordability of Medicines & Medical Devices at Stockist in Saharanpur, Uttar Pradesh.

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CONTENT

- Introduction
- Literature review
- Methodology
- Results
- Recommendation

Inspite of being the ‘pharmacy of the world’, access to essential medicines for a large majority of Indians is constrained by both physical and financial reasons.

LITERATURE REVIEWS

Review

> [Curr Opin Psychiatry](#). 2011 Jul;24(4):341-5. doi: 10.1097/YCO.0b013e3283477b68.

High medicine prices and poor affordability

Guk-Hee Suh ¹

Affiliations + expand

PMID: 21532479 DOI: [10.1097/YCO.0b013e3283477b68](#)

> [Indian J Med Ethics](#). 2013 Apr-Jun;10(2):86-95. doi: 10.20529/IJME.2013.028.

The crisis in access to essential medicines in India: key issues which call for action

Anurag Bhargava ¹, S P Kalantri

Affiliations + expand

PMID: 23697486 DOI: [10.20529/IJME.2013.028](#)

> [Iran J Pharm Res](#). 2015 Fall;14(4):1299-303.

Information flow in the pharmaceutical supply chain

Nazila Yousefi ¹, Ahmad Alibabaei ²

Affiliations + expand

PMID: 26664401 PMCID: [PMC4673962](#)

> [Afr J Prim Health Care Fam Med](#). 2014 Jun 24;6(1):E1-6. doi: 10.4102/phcfm.v6i1.604.

Price, availability and affordability of medicines

Brenda S Mhlanga, Fatima Suleman ¹

Affiliations + expand

PMID: 26245401 PMCID: [PMC4502837](#) DOI: [10.4102/phcfm.v6i1.604](#)

[Int J Med Sci Public Health](#). 2016; 5(10): 2047-2051

doi: [10.5455/ijmsph.2016.26022016400](#)

Cross-sectional study on availability and affordability of some essential child-specific medicines in Uttar Pradesh

Neelkanth M Pujari, Anupam Kr Sachan, Yatindra Kumar.

THE GAP

- The Drug Price Control Orders (DPCO), issues control on the cost of vital medications.
- Stockists face trouble obtaining medications at the set rates set by the government, particularly if the drugs' manufacturing or importation costs are higher than permitted. As a result, there is a gap between the government's pricing laws and the stockist capacity to obtain and deliver affordable medications.

GOALS & OBJECTIVES

- To investigate accessibility of pharmaceutical products and medical devices
- To investigate the affordability and assess the pricing strategy.
- To investigate impact of government regulations at stockist level.
- To investigate the challenges and propose mitigation strategies at stockist level.

RESEARCH METHODOLOGY

- **RESEARCH DESIGN:** Cross sectional study design
- **DATA COLLECTION:** Personal interviews were conducted with respondents.
- **DATA ANALYSIS:** Descriptive statistics were used to analyse and summarise the data based on the questions and the demographic information
- **ETHICAL CONSIDERATIONS:** Informed consent was obtained from the participants. The privacy and confidentiality of the participants will be maintained.
- **LIMITATIONS:** Limited sample size, study's concentration on a particular geographic area.

RESULTS

- A survey was conducted amongst stockists in Saharanpur.
- Stockist were segmented based on Indian or Multi-National Companies or other organisations that store and supply pharmaceuticals and medical devices.

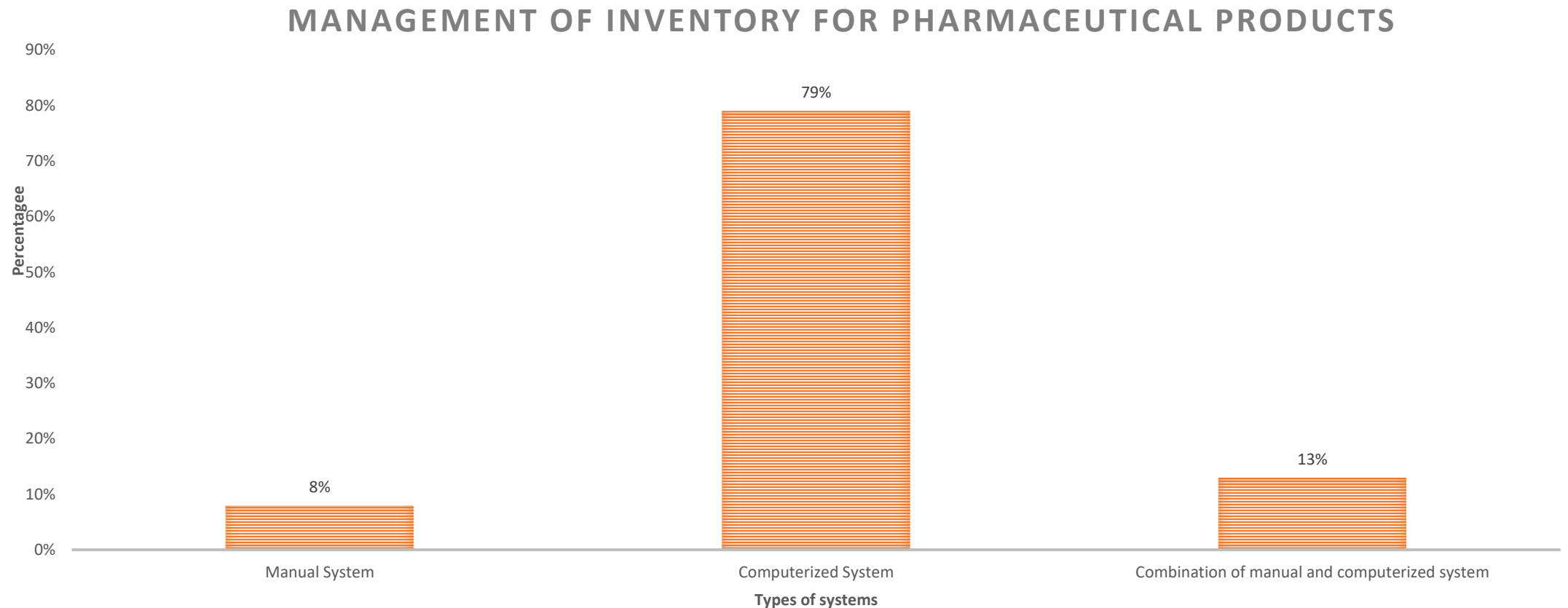
SR.NO	Stockist of Indian and MNC Companies	Percentage
1	MNC	78%
2	Indian	14%
3	Both	8%

SR. NO.	Segment / Category	Number
1	Pharmaceutical Products	53
2	Medical Devices	16
3	Both	9

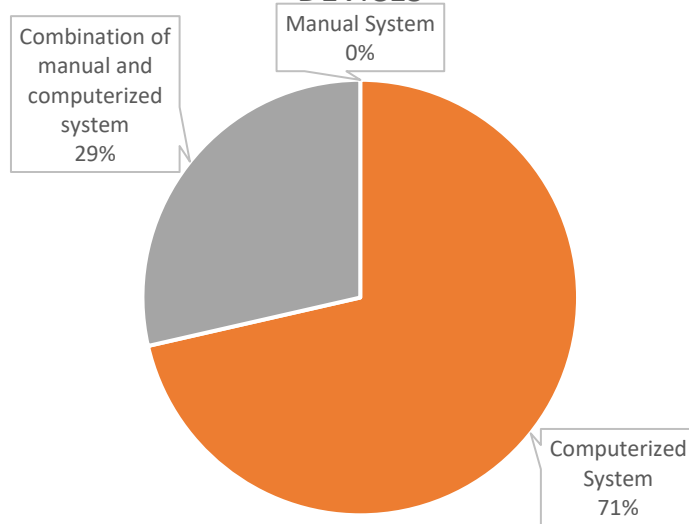
Depiction of Stockist of Pharmaceutical products & Medical Devices

53 out of 78 stockists have segmentation of pharmaceutical products. 16 out of 78 have medical devices stock and 9 work for both.

Management of Inventory with percentage for pharmaceutical products

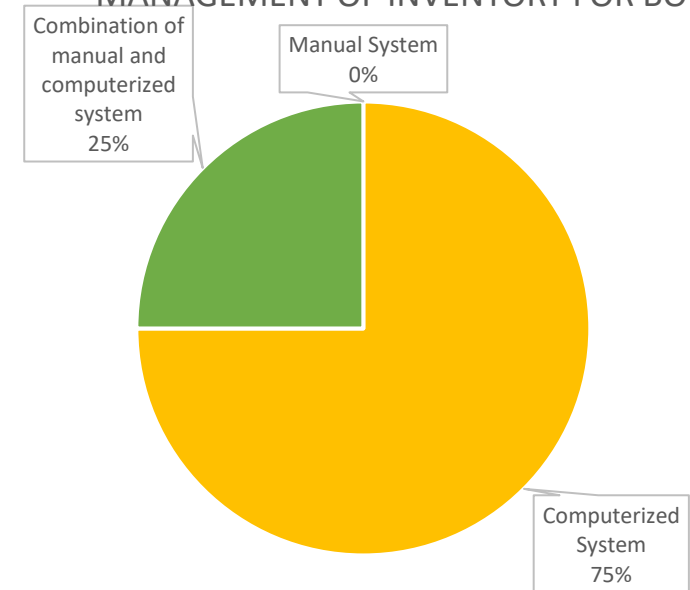


MANAGEMENT OF INVENTORY FOR MEDICAL DEVICES



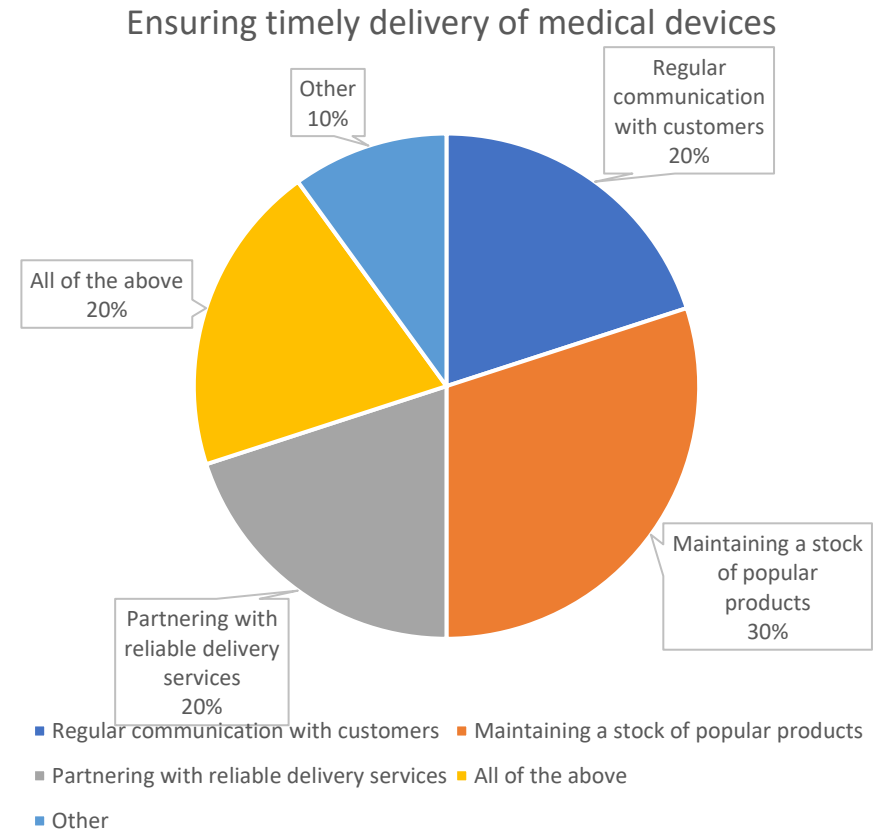
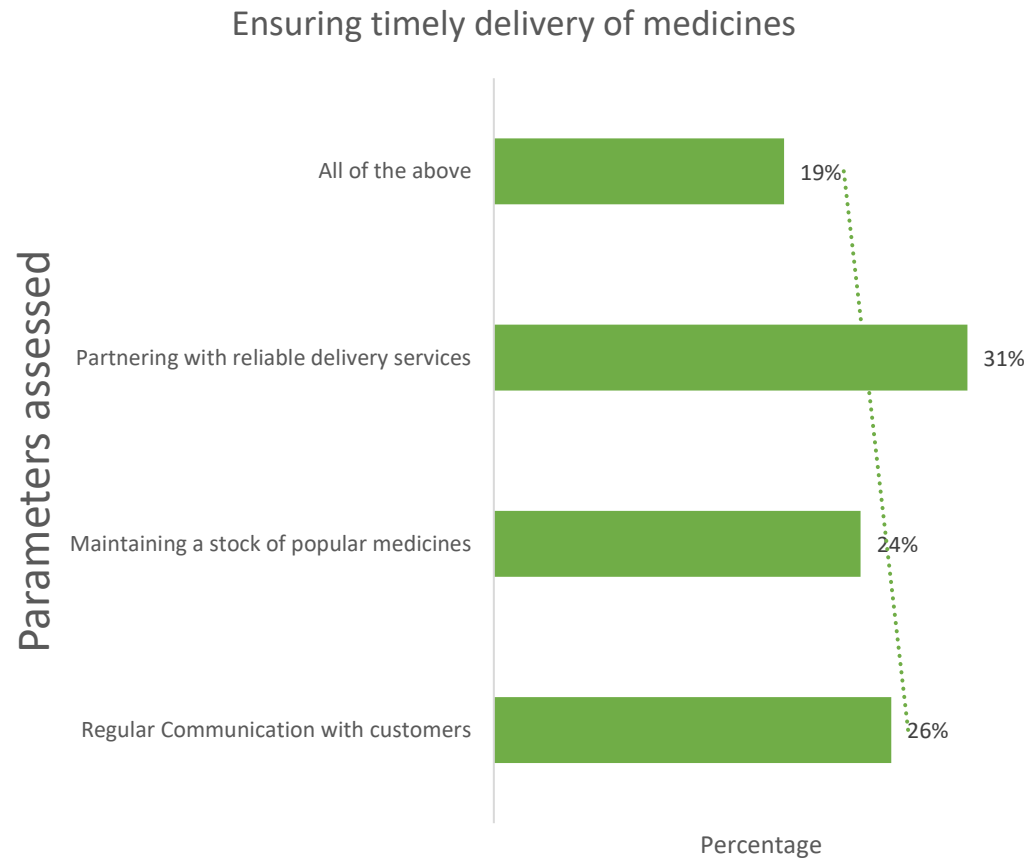
- Manual System
- Computerized System
- Combination of manual and computerized system

MANAGEMENT OF INVENTORY FOR BOTH



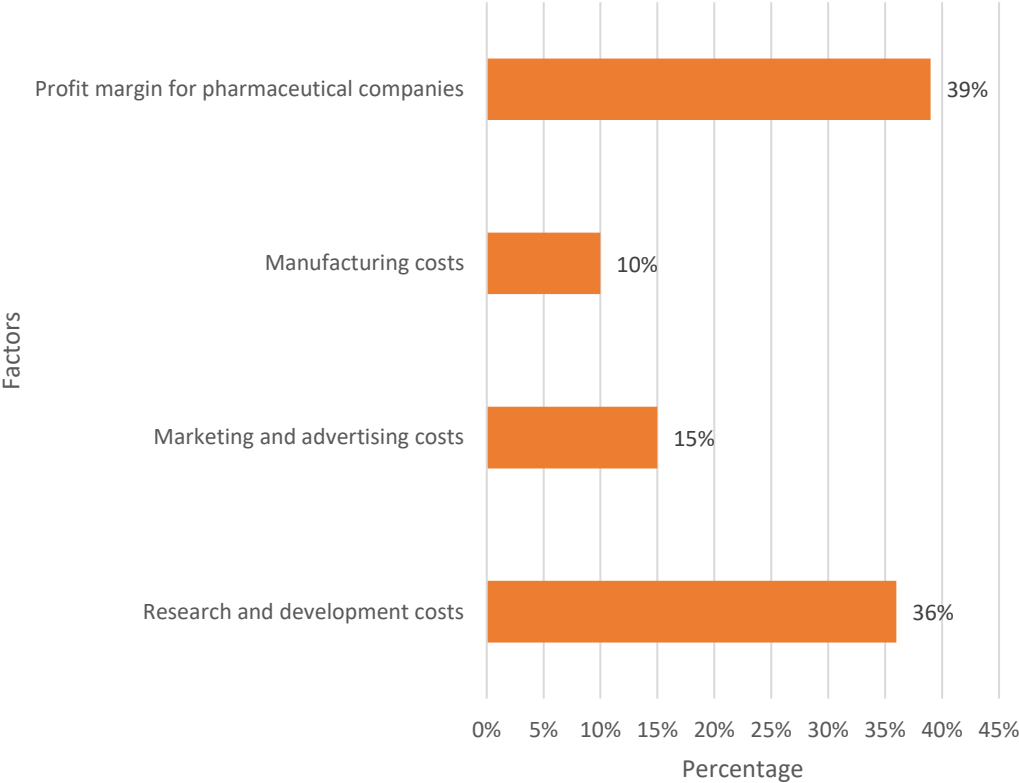
- Manual System
- Computerized System
- Combination of manual and computerized system

Delivery and parameters assessed

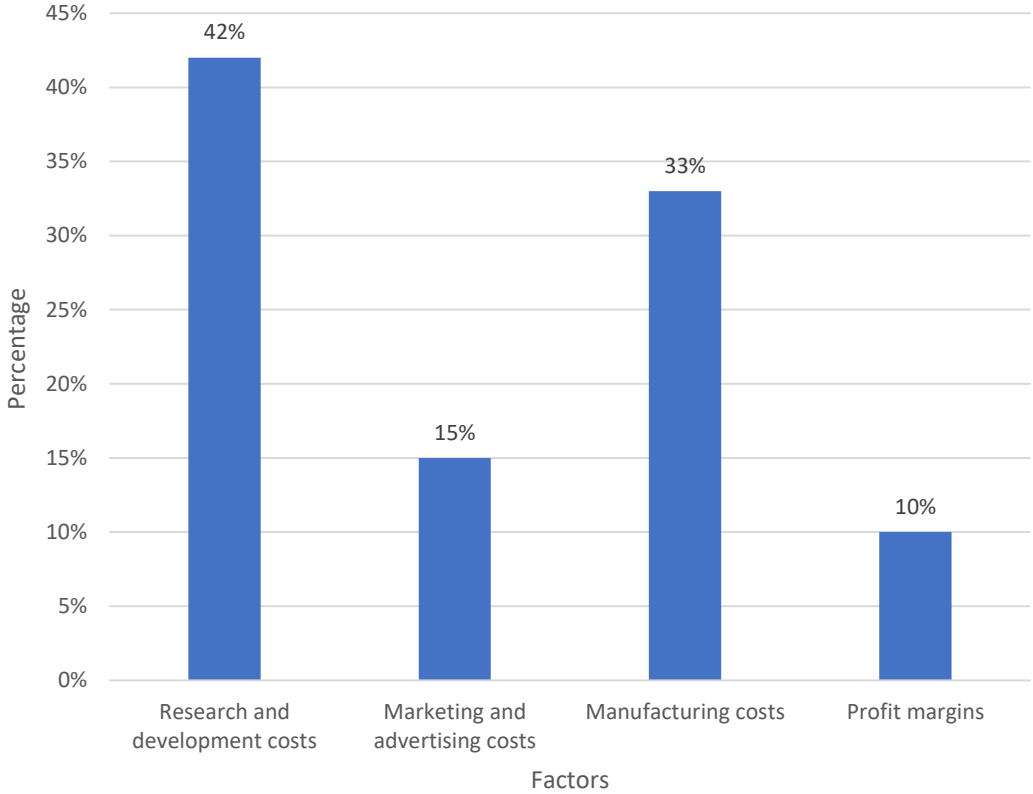


Factors and cost determination ratio

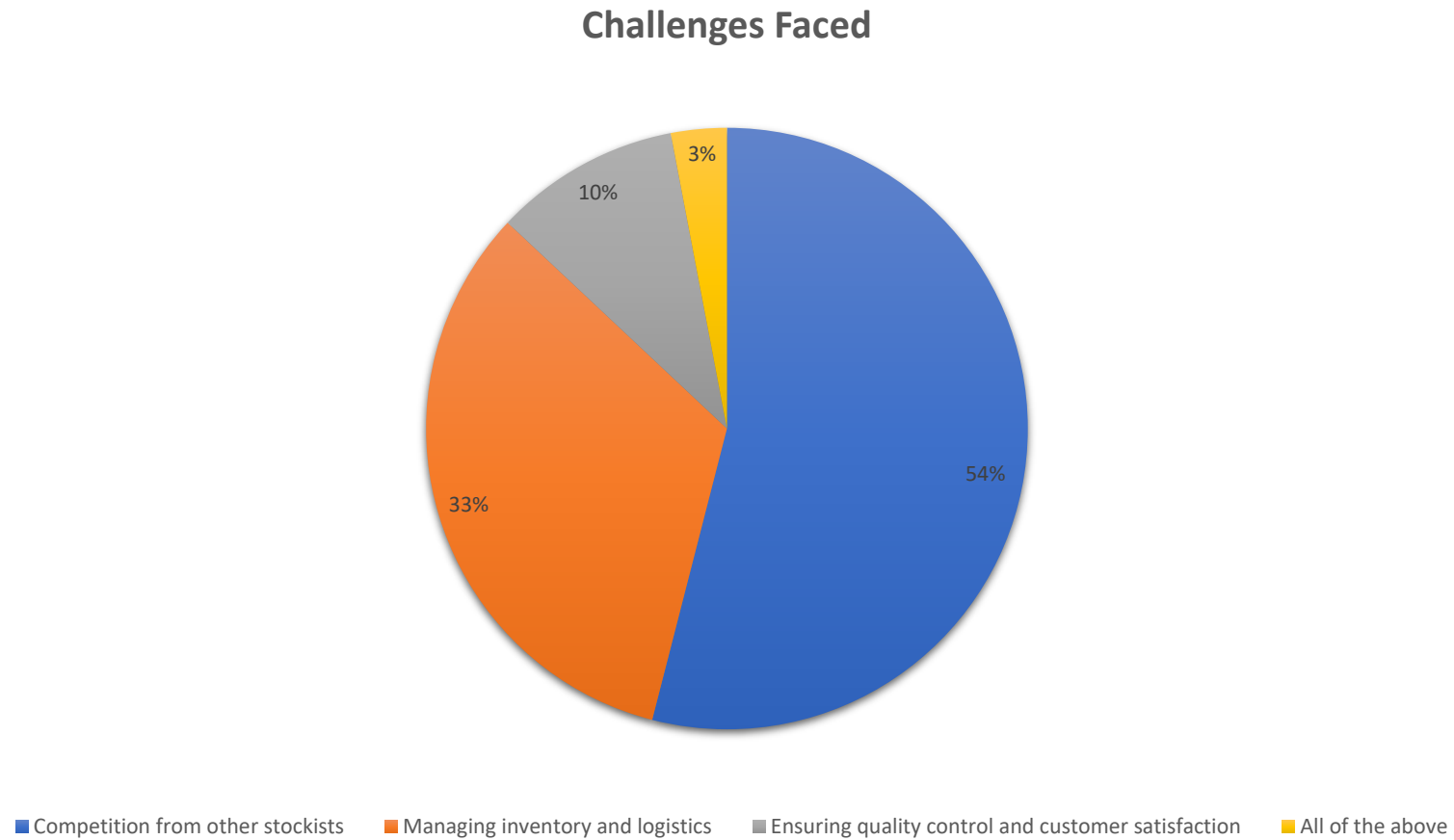
Factors in determining cost of medicine



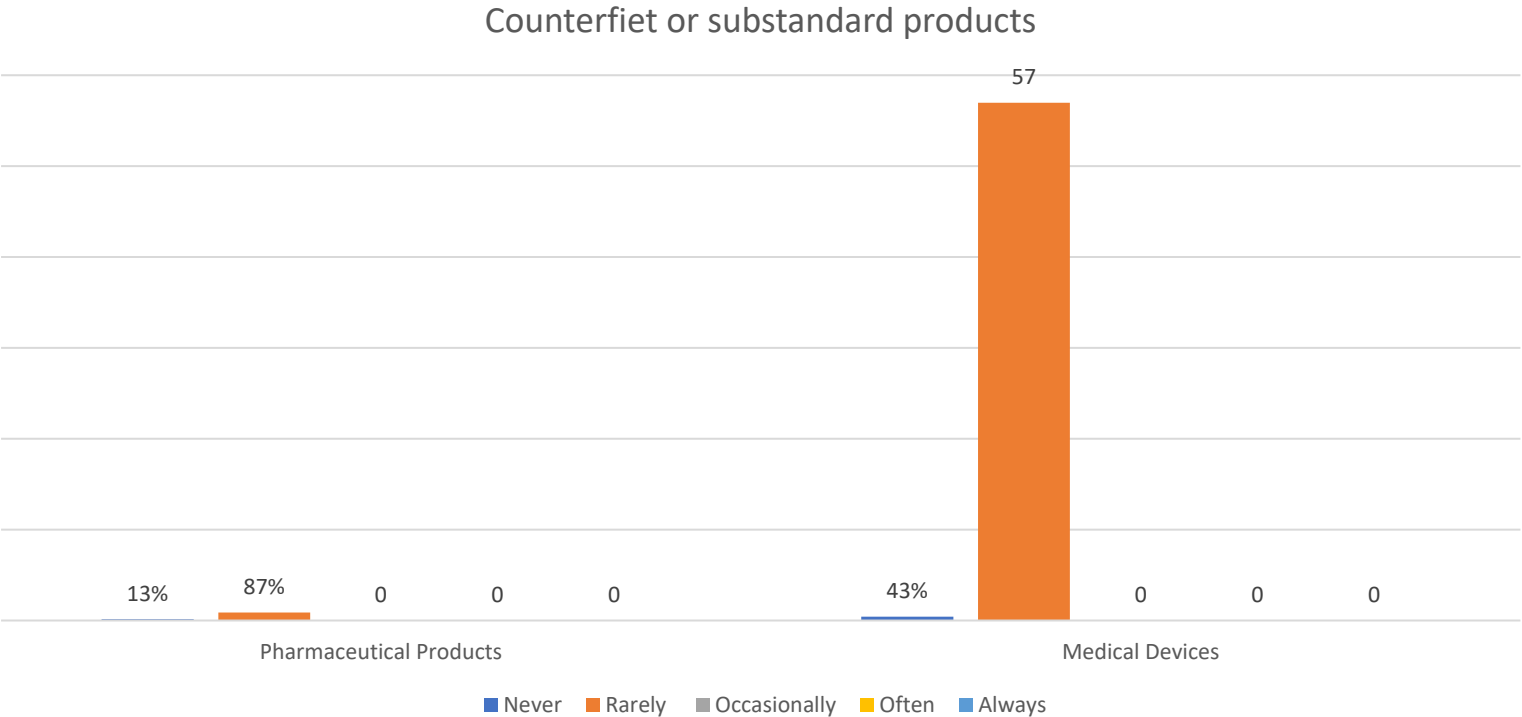
Factors in determining cost of medical devices



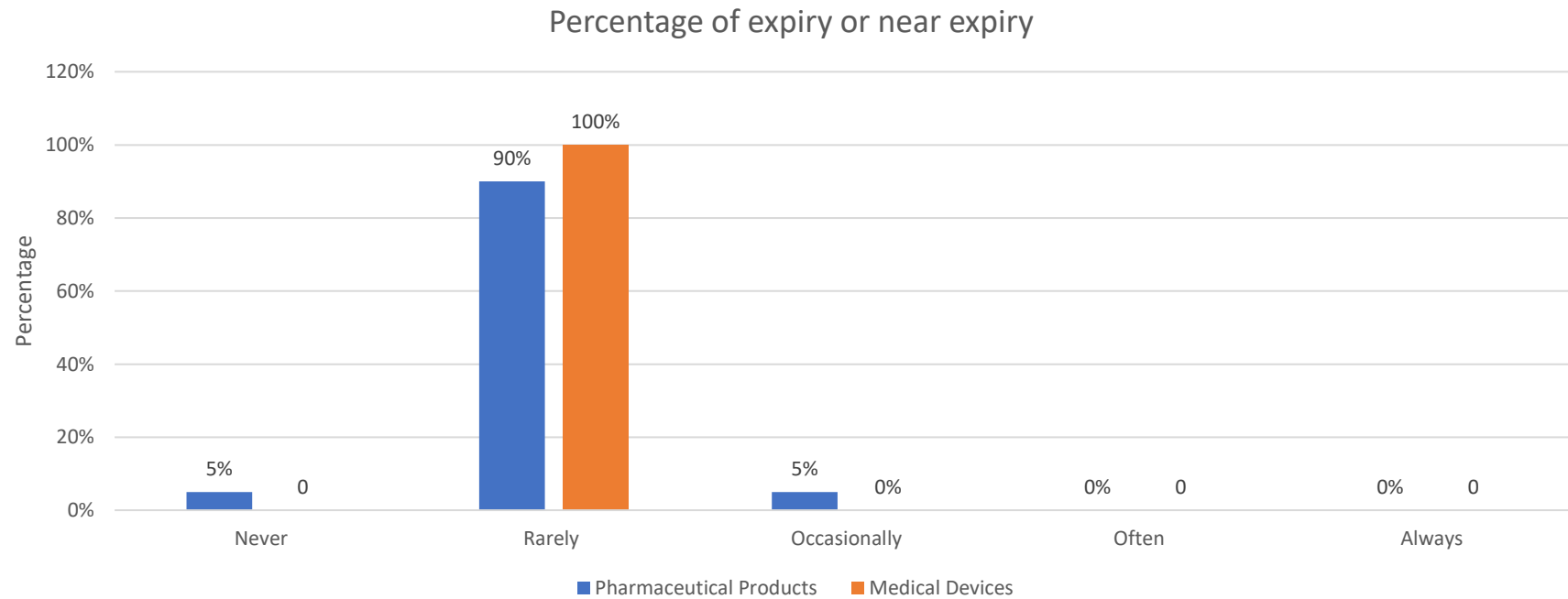
Challenges faced by stockist



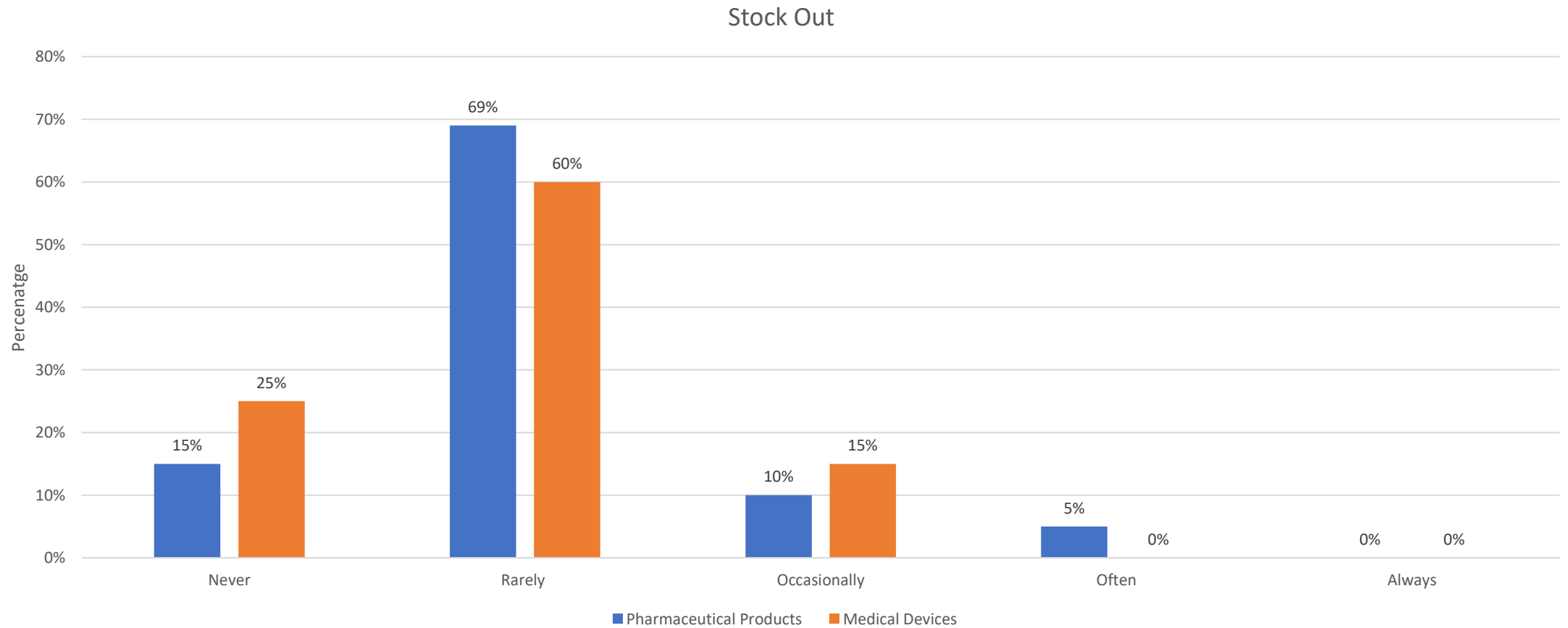
Counterfiet or substandard Products & its percentage



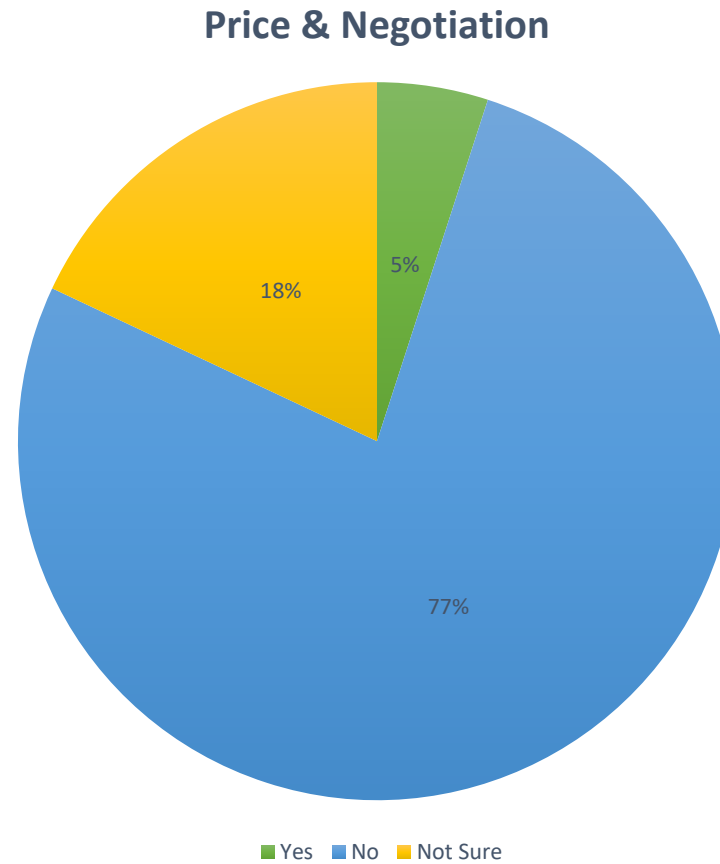
Percentage of expiry or near expiry



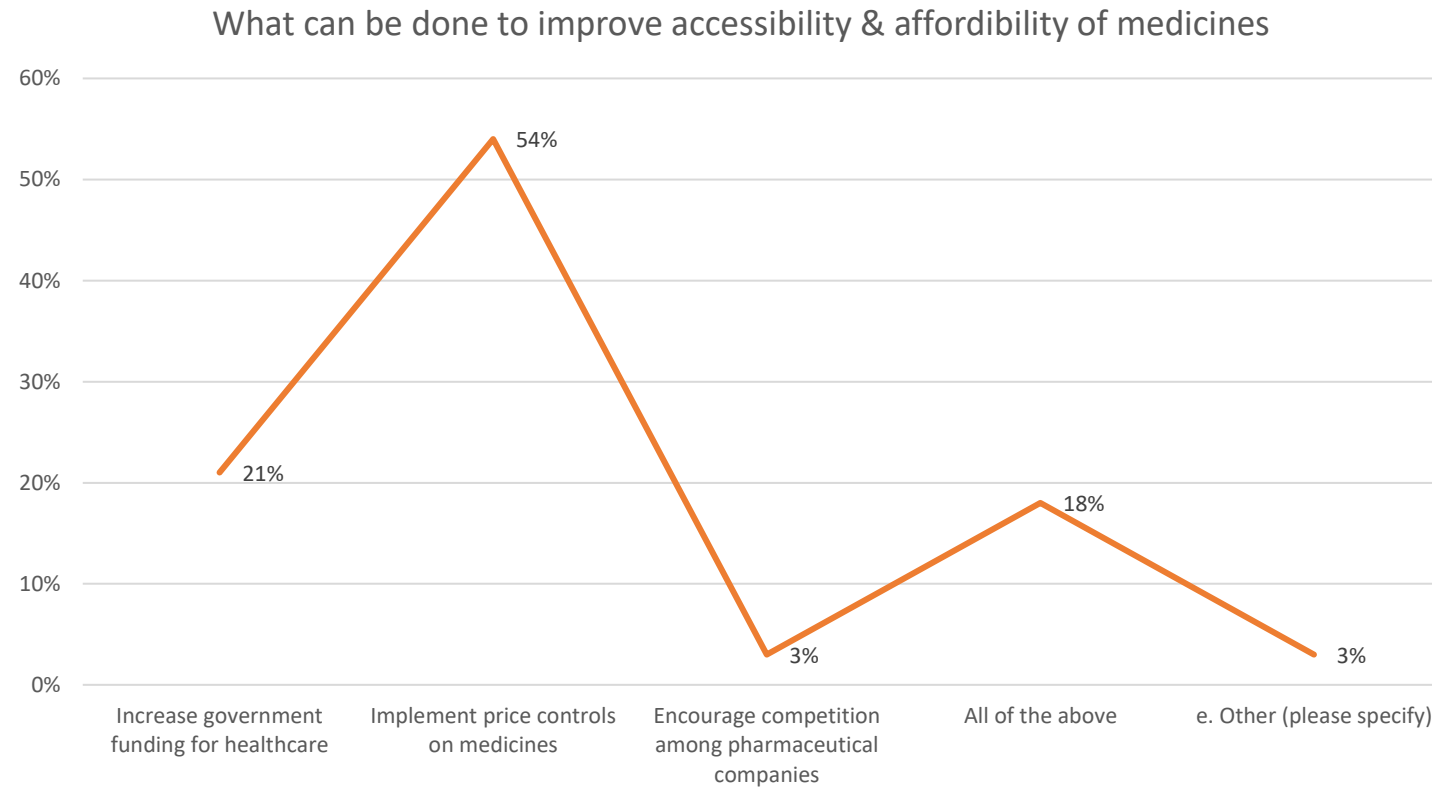
Stockout and its percentage



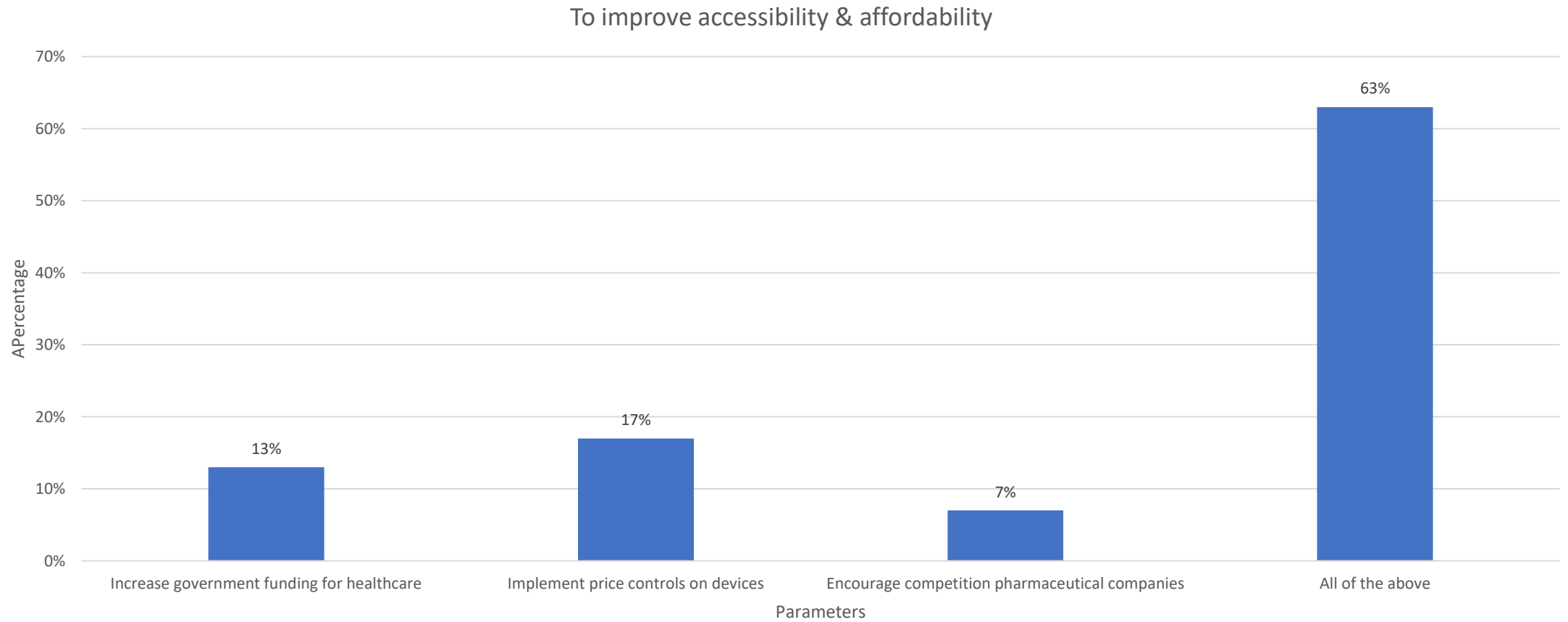
Government and power of negotiation



Parameters to access the affordability & accessibility



For Medical Devices



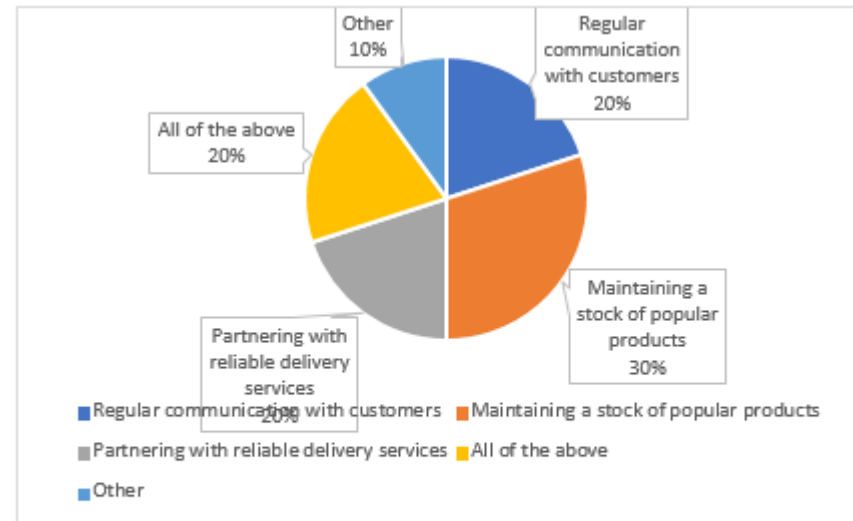
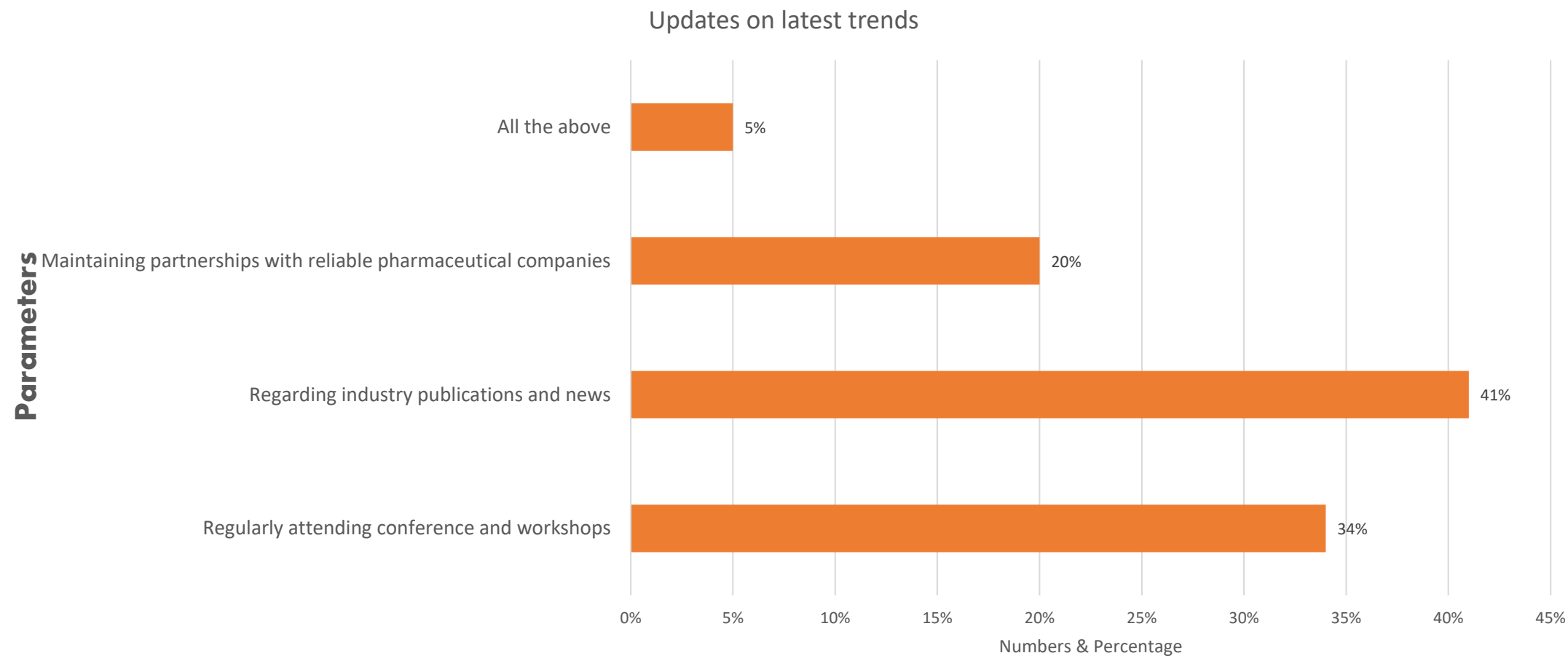
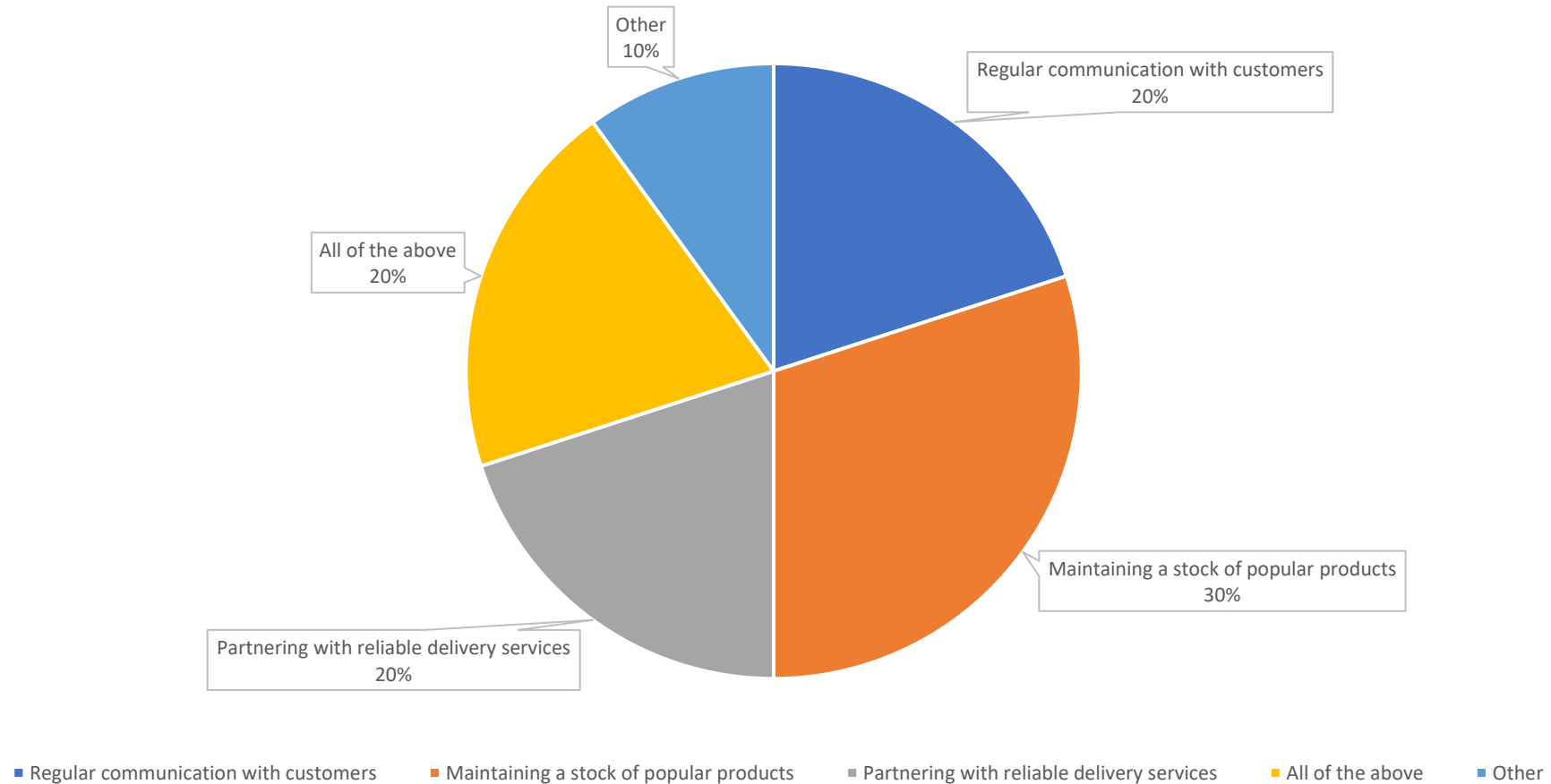


Chart 4.3.2 How Stockist stay updated with the latest medicines and trends in medical device industry.

How Stockist stay updated with the latest medicines and trends in the pharmaceutical industry.



How Stockist stay updated with the latest medical devices and trends in the pharmaceutical industry.



DISCUSSION

- **Stockist & Their Network Distribution**
- **Delivery Time & Time To Fulfil Orders Received.**
- **Challenges Faced By Stockist.**
- **Updates Of Latest Trends In The Pharmaceutical Industry**
- **Important Factor In Determining The Cost Of Products.**
- **Profit Margins & R&D Cost**

RECOMMENDATION & MITIGATION STRATEGIES

- **Negotiation and Price Regulation:** : The regulatory environment can change over time and new rules or initiatives might be implemented. Therefore, for the most recent information on monitoring programmes for pharmaceuticals and medical devices in India, it is advised that DPCO of India, can run surveillance programs in each district and submit data to official government sources or regulatory agencies.
- **Grants and Research financing:** The process of luring, enticing, and facilitating the involvement of government bodies as investors in various projects, initiatives, or financial possibilities and onboarding investors. This process will entail putting forward investment ideas, attending wants and needs of government investors, negotiating terms and agreements, getting required approvals, and setting up continuing reporting and communication channels for researchers.

RECOMMENDATION & MITIGATION STRATEGIES

- **Health Insurance and Universal Healthcare Coverage:** : Launch of health budget portal at district level that will provide information and transparency regarding the budget allocation, expenditure, and financial management related to healthcare and public health initiatives. It will serve as a tool for citizens, policymakers, and stakeholders to access and analyze data related to healthcare funding and resource allocation.
- **Pricing that is more transparent and value-based assessments:** Setting up and structuring a team to work efficiently towards a particular target or goal for pricing which is consumer centric. Focus should be placed on developing a team structure and pricing strategy that corresponds with the needs, preferences, and affordability of the target customer group when constructing a team from a consumer perspective. Businesses may improve customer satisfaction, draw in and keep customers, and ultimately accomplish their company goals by developing a team and pricing strategy that is in line with consumer perceptions. To maintain ongoing success, regular evaluation and change based on customer input and market dynamics are crucial.

THANKYOU!