

DIGITAL TRANSFORMATION IN INDIAN PHARMACEUTICAL INDUSTRY

Vikas Verma,
Partner, X-PM India



VIKAS VERMA

The pharmaceutical industry in India is undergoing a digital transformation in order to improve efficiency and quality, and to stay competitive in the global market. This transformation is taking place across various areas of the industry, including research and development, production, and distribution.

One key area where digital transformation is required in the pharmaceutical industry in India is in the area of research and development. With the help of digital technologies, pharmaceutical companies can improve their ability to discover and develop new drugs, which can help them stay ahead of the competition. This can involve using computational modeling and simulation to design and test new drugs, as well as using data analytics to better understand the underlying biology of diseases.

Another area where digital transformation is required in the pharmaceutical industry in India is in the area of production. By implementing automation and other digital technologies, pharmaceutical companies can improve the efficiency and accuracy of their production processes, which can help them

reduce costs and improve the quality of their products. This can involve using robotics to automate repetitive tasks, as well as using sensors and other technologies to monitor and control the quality of materials and finished products.

Finally, digital transformation is also required in the distribution and supply chain management of pharmaceutical products. With the help of digital technologies, pharmaceutical companies can improve the efficiency and transparency of their supply chains, which can help them ensure that the right products are delivered to the right customers at the right time. This can involve using tracking and traceability systems to monitor the movement of products throughout the supply chain, as well as using digital platforms to connect with customers and manage orders and deliveries.

Jubilant Biosys is a large CRO based in Noida and Bengaluru, which undertakes drug discovery and contract research work for a large international client base. Till 2018 Jubilant Biosys was using paper lab notebooks to record their workflows and results. As the volume of data grew, it became more and more cumbersome and inefficient to maintain and use these records. They switched over to a data management infrastructure called CDD Vault which allows hundreds of their scientists to manage workflows, protocols, SOPs, assay results seamlessly enhancing ease of access to experimental and analytical data for clients. (Source: DDW 14 Dec 2020)

Patient and physician engagement is another area where pharmaceutical companies in India are turning to digital technology. RespiTrack from Sun Pharma helps improve patient awareness and adherence to treatment regime. Knowledge Genie, an app from Abbott Healthcare uses augmented and virtual reality to engage with patients and doctors alike for heart, liver and vertigo conditions. (Source: www.amuratech.com)

Overall, the pharmaceutical industry in India is undergoing a digital transformation in order to improve efficiency, quality, and competitiveness. By implementing digital technologies in research and development, production, and distribution, pharmaceutical companies in India can improve their performance and better serve the needs of their customers.