

**PHARMA @ 2020 - (THE NEXT CENTURY PHARMA TREND)**Shashank Tiwari\*, Navneet Batra<sup>1</sup> and Mohd. Sohrab<sup>1</sup>

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**\*Corresponding author e-mail:** [shashank6889@gmail.com](mailto:shashank6889@gmail.com)**ABSTRACT**

Well said that research is a never ending field but still is always motivates to one & all for thinking beyond in order to create miracles. And the 2020 will be miracles world for pharma sector. At that time the time will be OTC medicines. The Indian pharmaceutical sector is the highly organized sector; it ranks very high amongst all the thirds world countries in the term of technology, quality and the vast range of medicines that are manufactured.

**Keywords:** Pharma, Trend, India and Pharmaceuticals**INTRODUCTION**

The Indian pharmaceutical industry currently under top five ranked in the world, India's sciences based industries with ranging capabilities in the complex field of drug manufacture and new technologies. A highly organized sector, the Indian pharmaceutical industries is estimated to be worth 4.5 billion, growing at about 10 to 12 percent annually. It ranks very high amongst all the thirds world countries in the term of technology, quality and the vast range of medicines that are manufactured. It range from simple headache pills to sophisticated antibiotics and complex cardiac compounds, almost every type of medicines is now made in the Indian pharmaceutical industry. It is an extremely fragmented market with severe price competition and government price control. In 2002 over 20,000 registered manufacturers were reported in India. Indian pharmaceutical industry has expended drastically in the last two decades. The Pharmaceutical industries in India meet around 75% of country's demand the bulk drug, drug intermediates, and pharmaceutical formulation, chemical, tablets, capsules, oral and injectables.

**CURRENT STATUS**

Last five years, along with progression of M&A between pharmaceutical Industries, international

evolution has progressed mainly in large scale industry and the export ratio has increased to the level of nearly 60%. The assistance measures by the government such as activation of clinical trials begin to achieve an effort for example, the number of clinical trials notification turns to increase. Mainly the pharmaceutical industries contributes to improvement of the level of medical treatment for health of citizens and the industry taking over japan that aims the nation built on intellectual properties. The pharmaceutical industry is considered to play an important role that can be said as the first stage of innovation as the field contributing to creation of innovation that contributes to growth.

The pharmaceutical industry in the United States of America is a pioneer in terms of the discovery of new cost effective and life saving drugs. Being a comparatively free market, the pharmaceutical industry also focuses on research and development. It has in fact emerged as the leader in global pharmaceutical industry. The industry also offers numerous employment opportunities. The ever expanding pharmaceutical industry in USA has investments worth huge amounts and much of the investment has been made in research and development. From 1990-2006, investments in research and development in U.S pharmaceutical sector went up 5 times. In 2006, total sales in North American region were 47.7% of the global sales.

Based on such environmental changes, the current status and the tasks of the pharmaceutical industry are sorted out. Compared with the status of the industry at the time of the previous vision, the share of pharmaceutical products made in foreign countries increased in the pharmaceutical market in Japan and on the other hand, problem of “drug lag” becomes clear that launch of the pharmaceutical products that have already been marketed in main companies in Europe and U.S. delays in Japan. From the viewpoint of international competitive power of the industry, it is hard to say that there was progression in spite of approach for the past 5 years.

### MAJOR ISSUE

In this stage the pharmaceutical industry there are two major issues that have potential for positive interactions between the industry and clinical pharmacy. These are drug selection and reimbursement, and clinical research.

The first issue embodies the drug prescribing process, which has been, until recently, almost the sole purview of physicians. For this reason, pharmaceutical manufacturers have marketed their products primarily to this group. Changes are occurring; other licensed practitioners, including clinical pharmacists, are gaining prescribing authority. Schools of pharmacy have trained several thousand clinical pharmacists over the past decade, while the pharmacology component of medical education and the time devoted to clinical therapeutics either has stagnated or declined during the same period. Meanwhile, drug information has increased and the need to monitor drug selection to curtail costs has widened the opportunities for clinical pharmacists to exert an influence. The pharmaceutical industry needs to recognize the role clinical pharmacists play in drug selection.

Drug selection decisions obviously influence drug reimbursement decisions, which influence drug sales, which influence profits. Clinical research is the backbone of a company's financial success and is becoming technologically sophisticated. Companies are becoming aware that many clinical pharmacists are able to collect and analyze clinical drug data as well as, or possibly better than, physicians. Clinical pharmacists can play a significant role in monitoring the safety and efficacy of marketed drugs. Good post marketing surveillance data collection systems need to be developed. In this century, the pharmaceutical and biotechnology industry has entered an era of explosive growth in innovation, investment and competition. At the same time, both established

players and new entrants are facing significant challenges from the weak economy, downward pressure on prices, intense public scrutiny of ethical and business practices, and increasing regulation. Some of the problem areas resulting from these challenges include the following:

- 1) The need to satisfy the naturally different mindsets and cultural demands that exist between the scientific research and operational areas of a firm results in internal organizational pressure that can hinder the successful adoption of new technologies and development of new products.
- 2) The cost issue at the same time, the downturn in the equity markets has caused investors to focus more on business models and current earnings rather than innovation and the potential for future blockbuster products.
- 3) The effectiveness of new technologies can be hindered unless the company has put serious effort into developing and implementing change management processes throughout their organizations.
- 4) Regulatory Issue.
- 5) The other challenges from a tax perspective. It discusses how the political, economic, scientific and social trends currently shaping the commercial environment, together with the development of new, more collaborative business models, will exert increasing pressure on effective tax rates within the industry. It also shows how companies can adapt their tax planning to support the provision of outcomes-based healthcare and remain competitive.

### ACCELERATED FACTOR

In this century the main accelerated factor in pharmaceutical industry and the government are

- 1) Improving the company managements.
- 2) Blooming Sex medicines.
- 3) Nanotechnology.
- 4) Generic Research.
- 5) Cardio Research involves in the many pharmaceutical Industry and research labs.
- 6) Male contraceptives.
- 7) Clinical trials accelerate in India.
- 8) Clinical trials for children.
- 9) Extended release medicines.
- 10) Need the market.

## POSSIBILITIES OF 2020 IN PHARMA FIELD

In 2020 the pharmaceutical industry are opening the full power of strength and that time called pharma world. Many pharma sectors are grow or developed the full of energy like clinical sector or generic product and also the life sciences. At that time some possibilities are:

- 1) The government is an opportunity for pharma companies to develop drug at affordable prices and also have efficient manufacturing process so as to keep cost lower. And in general the roles of the government are to improve the national system contributing to development the industry and to eliminate the conditions and factor that inhibit the fair and appropriate market competition principle from functioning effective.
- 2) To create the field to the private business can hardly go into because of unprofitability and the basis that research and development not generating from the competition should be share.
- 3) The management sector or administrative sectors are more effective.
- 4) The leads distribution with a large scale of physical distribution network.
- 5) The research sectors are more innovative.
- 6) The bases of companies are the OTC medicines.
- 7) In consideration of the rapid IT development, it is necessary to discuss a

marketing strategy with the use of IT. In the sale of pharmaceutical products, it is quite important to provide patients information such as a direction for the use of medicines and adverse effects and it is hope that pharmacies strive to provide and collect such information serving as the health station in the community by using IT. It is also important to use IT in the distribution aspects such as the purchase and inventory control for the management of pharmacies and so on.

- 8) Budgetary prioritization and increase to promote drug development.
- 9) Increase and review of competitive research funds.
- 10) Reinforcement of the role of research related independent administrative agencies.
- 11) Development the second generation vaccines.
- 12) Revision of ordinance on the standard for the implication of GCP & GMP.

## CONCLUSION

The next century trend is based upon the pharma sector and the research and innovation of that time will be highest level, at that time the patient are more aware about the medicines so the OTC medicines are used very much. If we talk about in this time the main accelerate factor are the clinical trials, nanotechnology, Research etc. and these factor are the associate the next century pharma trend.

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