

# The Antiseptic

Estd. 1904

Indexed in IndMED

A MONTHLY JOURNAL OF MEDICINE AND SURGERY

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Vol. 118 • No. 11

NOVEMBER 2021

ISSN 0003-5998 • ₹ 100

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# Changes in the behaviour of health industry?

**SANJAY AGRAWAL**

As a response to the current condition of the pharmaceuticals in the country, post covid the situation has turned out to be largely disastrous. The government already has a drug shortage in the supply chain. Doctors are constrained to internet visits because offline services have shown to be largely ineffective. To tackle the issue, Betadine, a well-known international brand, has pushed the medicine used in the covid to cure throat infections.

Due to a variety of factors, doctors are unable to take appropriate steps. The digital revolution and dependency have become prevalent in the pharmaceutical industry, which is not essentially correct. Doctors who hardly use social media for commercialization have to concentrate on digital posts, like fillers and short films, for their brand promotion and as a reminder and posting to doctors regularly on their whatsapp by the pharmaceutical industry.

***Digital marketing is becoming increasingly important in the pharmaceutical industry.*** Although there is no obligation for doctors to rely on digital marketing to manage their businesses, doctors are increasingly doing so due to a worsening scenario.

***Pharma companies are increasingly looking for new***

***strategies to get traction through online marketing.*** Doctors who set aside time and practice for face-to-face visits with patients have also been affected. The medical reps hand over product samples to the receptionist or their assistant, but there is no clear explanation for why one should use their products.

***Communication, which is the key in the medical world, is highly impacted. The doctor's perspective on the diagnosis has changed.*** They must rely on mediators or online calls to treat a person or administer medications. There is no point in wishing for brighter days because the lives of pharma and doctors are on the line. Fillers such as tiny video clips sent via Whatsapp cannot replace personal interactions between sales people and doctors, which are becoming rare these days. Doctors are too drawn, voluntarily or unwillingly, into combating the current circumstances to make significant attempts to sustain at this moment.

Doctors are working day and night without reasonable reimbursements. Those doctors charging a few thousand for the consultation are now getting less than that for the full-day service. The pharmaceutical industry, along with the health sector, has been badly impacted, and so has the life of the doctors, with the commitment that doctors have made towards their profession that does not step back in taking responsibility and offering ideal ways to treat a patient.

The digital medium is not of much use for the doctors, but nowadays, they are more into it and even digitizing the treating with

virtual patient check-ups. These may sound good as of now, but professionals like doctors cannot sustain such virtual treatment for long. The treatment method has significantly impacted.

***How are mid-sized Indian pharma cos coping with global supply chain disruptions?***

Economically, the pharmaceutical business is critical for both employment and economic balance. However, it is continuously confronted with numerous obstacles that question the long-term viability of several laboratories. Few pharmaceutical companies are racing to develop the first oral antiviral tablet to foil the early signs of COVID and prevent symptoms from developing after exposure. India can never be self-sufficient when it comes to Active Pharmaceutical Ingredients (APIs) the type of dependency India has on other nations; it is challenging to stand along. Although trying is something that is appreciated, the practicality must be intact.

***The fundamental issue is that logistics inflation is surrounding rising fuel and labor costs. It is not confined to country-level growth;*** in fact, it impacts the entire global ecosystem in the export market. This has an additional impact on supply and demand. Supply chain problems can arise in any industry. Supply chains around the world have been disrupted to unprecedented levels. This is, without a doubt, one of the most serious issues confronting the pharmaceutical business.

Even though pharmaceutical company executives are continuously working to enhance

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Specially Contributed to "The Antiseptic"  
Vol. 118 No. 11 & P : 17 - 18

processes for optimal efficiency, technical issues may cause a delay throughout the entire logistics industry. As a result, they adjust their approach and make the most effective use of their resources to lessen the challenges of their pharmaceutical supply chain.

*We are in the midst of a global digital world; firms must invest in digital means to increase productivity.* The monitoring software will assist you in determining the location of your products and the status of your supply chain. It also aids in the prediction of future issues. Improving accountability is critical to assisting and preventing the marketing of counterfeit items.

To define a qualified workforce, we can state that it refers to employees who perform technical or intellectual labor that necessitates an in-depth understanding of a particular discipline's field. It should be emphasized that its qualifications

determine the productivity of an industry's labor.

*Having a qualified workforce is one of the essential factors in ensuring a bright future in the pharmaceutical sector.* The pharmaceutical industry requires a force with extensive knowledge, expertise, and abilities. To maintain progress, the pharmaceutical industry must boost its investment in highly qualified workers.

Data refers to all information entered by technicians or generated by machines in the pharmaceutical sector. It's worth noting that data collection is one of the most important aspects of any industry that wants to compete. Furthermore, the ability of companies to do analysis that can drive decision-making is dependent on data collecting.

Drug approval, quality control, the supply chain, and even differing global commercial practices represent significant dangers to the pharmaceutical industry. Operators

in the pharmaceutical business will need agile technologies to collect and organize data while developing action plans.

Data can indeed be collected at numerous levels in the pharmaceutical sector, including maintenance, production, and quality service. To be conveniently exploited, this phase must be digitized.

Data collection, on the other hand, should be scheduled. In reality, this will aid in the prevention of resource waste. The data acquired must be stocked and evaluated, whether it is to feed continuous improvement processes or to set up maintenance plans. With suitable measures taken to combat the inflation in logistics, we can try to regain the lost valor. Yet there are chances of less success but trying is one of the best ways to overcome any hardship in life. Once the shortage is covered, India will surely stand up for better days on the way.



### **Liposomes:**

Liposomes are spherical bilayer vesicles of phospholipids. Although first described by Bangham in 1960, these were fully understood and accepted in 1970. Hydrophobic tail and hydrophilic head constitutes phospholipids. These phospholipids when brought in contact with water give rise to spherical structures due to the action of acyl chains that are hydrophobic in nature. Apart from being stable thermodynamically, liposome formation is also favoured by various chemical forces namely van der Waals and hydrogen bonding. Being amphiphilic in nature, liposomes can encapsulate both polar and non-polar components.

Although liposomes have been used for topical and transdermal drug delivery, but it is not considered effective since the liposomes are not able to penetrate deeper into tissues and remain in the superficial tissues. These are not only used for topical and transdermal drug delivery but are also used for various other kinds of drug delivery like targeted drug delivery, sustained release. Stability problem of liposomes limits their usage. There is need for vesicular systems with improved characteristics. Glycosomes represent such liposomes with improved effects and delivery.