



**Seminar on "Application of Pharmacoeconomic Tools in Health Care Delivery System" organized by
ISPOR India-West Bengal Chapter
Kolkata, India
December 19, 2013**

India-West Bengal Chapter

A seminar, on the topic "Application of Pharmacoeconomic tools in Health care Delivery System" was organized by ISPOR India-West Bengal Chapter jointly with School of Natural Product Studies at the School of Natural Product Studies, Jadavpur University, Kolkata, India on 19th December 2013.

The programme was initiated by a welcome address by Dr. Pulok K. Mukherjee, Director, School of Natural Product Studies & President Elect-ISPOR India West Bengal Chapter. In his brief speech he spoke about the objective of this seminar.

Dr. Moitreyee Mandal, Secretary -ISPOR India West Bengal Chapter & Faculty member of J.C.Ghosh Polytechnic, Kolkata welcomed the Key note speaker of the seminar - Mr. Sanjoy Roy, Director, Global Health Economics and Market Access, Johnson & Johnson Global Surgery Group, New Jersey, USA. Dr. Tuhinadri Sen, Jt. Director, School of Natural product Studies extended a hearty welcome by offering a memento.

Dr. Subhash C. Mandal, President, ISPOR India West Bengal Chapter introduced Mr. Sanjoy Roy. Dr. Mandal briefly spoke about the concept of Pharmcoeconomics & Outcome Research and its global status. Dr Mandal also explained in details about International Society for Pharmacoeconomics & Outcome Research (ISPOR) including its objective, organizational structure, publications, educational activities in general and for ISPOR India West Bengal Chapter in particular. He invited all the participants for their active involvement in the activities of ISPOR.

Mr. Sanjoy Roy spoke on the basics on Pharmacoeconomics, its varied applications in different settings-industry, hospitals, research & development, the budgetary aspects of health care that are affected by the drug economics. He shed light on the present status of health expenditure as percentage of GDP for several nations like - USA, Brazil, China etc. Mr. Roy stressed on the impact of introducing Pharmacoeconomics in the Pharmacy graduate and postgraduate curriculum, to sensitize future pharmacy professionals.

At the end of the programme in a lively interaction session students, teachers & professionals discussed topics ranging from Pharmacoeconomic impact of Drug Molecule Research & Marketing, patenting to pricing alternatives, effect of quality on drug pricing. An important factor emerged out of the discussion that the indirect effects

of economics on health care that are often overlooked are -loss of mandays, physical pain, mental stress, leave burden, lost salaries etc. The discussion was very fruitful, as students interacted, asking about effect of PEOR on current & upcoming drug molecules in the market and in the pipeline of companies. Distinguished personalities like- Mr. Pallab Halder, Treasurer, ISPOR India West Bengal Chapter, Dr. Sanmoy Karmakar, Faculty member, Jadavpur University actively participated in this discussion.

Faculty members of Dept. of Pharmaceutical Technology and J. C. Ghosh Polytechnic, students of both the institutions and several professionals attended the seminar.

The seminar was ended with a vote of thanks by Dr. Pulok K. Mukherjee.