

# GST to Push digitization in Pharma Sector

## MARKETING

### Sanofi introduces Soliqua 100/33

**Paris, France** — In a new, global healthcare battle, diabetes, drug price and distribution have become the main focus for patients' needs, announced Sanofi. Soliqua 100/33 (insulin glargine 100 units/ml and insulin lispro 33 mg/ml) is now available by prescription in US pharmacies.

Soliqua 100/33 is indicated for the treatment of adults with type 2 diabetes inadequately controlled on insulin therapy. It is also indicated for the treatment of adults with type 2 diabetes inadequately controlled on insulin therapy, who are also treated with oral hypoglycaemic agents.

"We are encouraged by the potential of Soliqua 100/33, which has demonstrated superior HbA1c lowering versus Lantus," said Peter Gosselin, executive vice president, head, global diabetes and cardiovascular business, Sanofi.

### RedHill, Concordia to promote GI drug in US

**Tel-Aviv, Israel** — RedHill, a specialty pharmaceutical company, announced the signing of an exclusive co-promotion agreement with a subsidiary of Concordia International Corp. (Concordia), an international specialty pharmaceutical company, granting RedHill certain US promotional rights for Concordia's prescription oral drug used with other drugs in the treatment of irritable bowel syndrome (irritable bowel, spastic colon, mucositis) and acute gastroenteritis (acute diarrhea) in the United States.

"Under the terms of the agreement, RedHill will be responsible for certain promotional activities related to Concordia's oral medicine. Concordia will continue to be responsible for the manufacturing and supply of Concordia's oral medicine. Concordia's consolidated revenue in the US is about \$10 million and Concordia will share the revenues generated from the promotion of Concordia's oral medicine in the US, on an agreed upon split between them. The initial term of the co-promotion agreement with Concordia is for three years. RedHill expects to initiate global promotion of Concordia's oral medicine in the US."

**Health Canada grants nod for WoundShield**

**Elmsford, New York** — WoundShield, Inc., a medical device company, has received clearance for its WoundShield in Canada. The WoundShield system is a novel, patch-based therapeutic ultrasound device that facilitates soft tissue regeneration and wound healing by using ultrasound to increase local capillary perfusion and tissue oxygenation.

Brian Murphy, chief executive officer of WoundShield, stated, "We are very pleased with Health Canada's approval to sell the WoundShield in Canada. We believe that the Canadian market represents an attractive opportunity for our WoundShield system with more than 200 thousand patients suffering from pressure ulcers and diabetic foot ulcers. With clinical results showing 5.7 million patients in the US, the total global wound device market is expected to reach \$2 billion in 2016. WoundShield has also obtained a CE Mark for marketing clearance in Europe, where we are launching our new sales and marketing initiatives. We will also pursue the necessary approvals to commence marketing in the US."

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## TECHNOLOGY

### GST to push digital technology in pharma: Dr Sandeep Narula

**Laan-Yadan, Mumbai** — Introduced by GST across the country, it will have tremendous impact on marketing, business model of pharma companies and will create opportunities for digitalization in pharma.

With implementation of GST, the drug distribution models will undergo a paradigm shift. Pharma will enter joint venture with FMCG to aid in distribution. Further, GST will create joint venture with PwC & Grant Thornton to set up OTC drug facility in India. GST will create joint venture with PwC & Grant Thornton to set up OTC drug facility in India. GST will create joint venture with PwC & Grant Thornton to set up OTC drug facility in India.

operation but could not yield desired outcomes. The GST is set to change the dynamics of pharma companies where digital tools will have a greater role in selling up front. The drug costs as a share of the drug cost will be lower. The cost of the drug will be lower. The cost of the drug will be lower. The cost of the drug will be lower. The cost of the drug will be lower.

### Neurosynaptic expands board to boost m-health

**Our Bureau, Bengaluru** — Neurosynaptic, a leading m-health technology company, announced the addition of Dr. S.V. Ravi Kumar to its board of directors. Dr. Ravi Kumar is a leading expert in m-health and has extensive experience in government and industry. He is currently a senior advisor to the Government of Karnataka. Dr. Ravi Kumar is also a member of the Board of Directors of Neurosynaptic. The company is focused on providing innovative m-health solutions to improve patient outcomes and reduce healthcare costs. The company has been successful in raising funds from leading venture capitalists and is currently in the process of launching its next generation of products. The company is also expanding its operations globally and is looking for strategic partnerships. The company is committed to providing high-quality, innovative m-health solutions to improve patient outcomes and reduce healthcare costs.

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