

7<sup>th</sup> Annual Congress on

# Primary Healthcare, Nursing and Neonatal Screening

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2<sup>nd</sup> International Conference on

# Women's Health, Obstetrics and Female Reproductive System

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## Patient-centric healthcare industry: Pharmaceutical companies can do more to put patients first

**Bhaskar Chakravorti**

Amipharma Laboratories Ltd, Sudan

Pharmaceutical companies must keep the patients at the top of their minds. On one hand pharma companies don't want to upset doctors by bypassing them and on the other hand, they have to function under stringent guidelines that regulate direct to consumer (DTC) marketing. The best way to do this is to focus on creating trust rather than building brands. With the increasing number of patients suffering from chronic illnesses such as diabetes and hypertension, noncompliance and nonadherence is a big problem which further increases the suffering of the patients. Patient Information Leaflets (PIL) are now being printed in local language e.g. Arabic in Sudan or Hindi in India. Patients can read about the several questions they have in mind about their medication, especially the side effects. Codes in the PIL can link to the company's website. The patient can communicate directly with the company for various queries. The patients when they register themselves can receive online medication reminder service. Pharma companies also provide health information so that patients can manage their illness better. Pharma companies can create advocacy groups from the patients who are opinion leaders. These patients have a lot of clouts both online and offline and these patients can be engaged periodically under the supervision of physicians who are Key Opinion Leaders. Some of the patients in the advocacy group are frequent bloggers and active in social media and thus can engage in chats with others interested in the specific disorder either hypertension or diabetes. This can benefit the patients to modify lifestyles and reduce risk factors to prolong life with less suffering.

### Biography

Bhaskar Chakravorti has Pharmaceutical Marketing background which spans over 30 years in India and Sudan. His expertise is in formulating business strategies, developing new products & markets, launching new products and strengthening territorial markets. He has built people and brands in his career. Having worked with both multinational and regional companies, he has experienced the evolution of production-oriented marketing, sales-oriented marketing, doctor-centric marketing and finally to Patient-centric Marketing in Healthcare industry. He is a blogger, active in social media, photographer, TEDx speaker, Trainer, Speaker and a Social Entrepreneur.

bhaschak@gmail.com

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