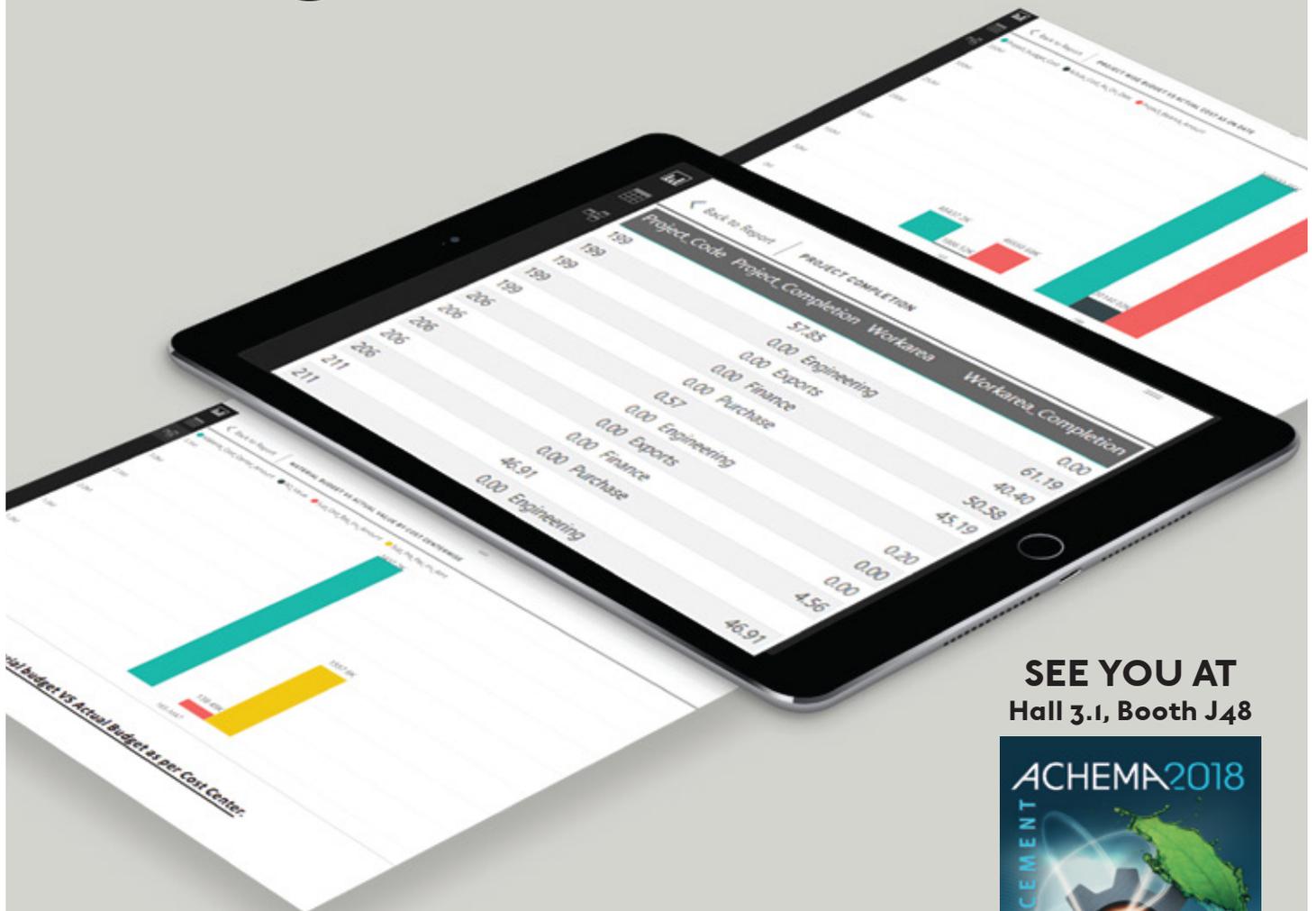


## ACHIEVING SUCCESS through ERP implementation



- + **INSIDE EDGE: Achieving success through ERP implementation**
- + **Future Forward: How artificial intelligence is shaping the next big Pharma revolution.**
- + **Latin American Pharmaceutical Market Outlook 2018-2028**

**SEE YOU AT  
Hall 3.1, Booth J48**





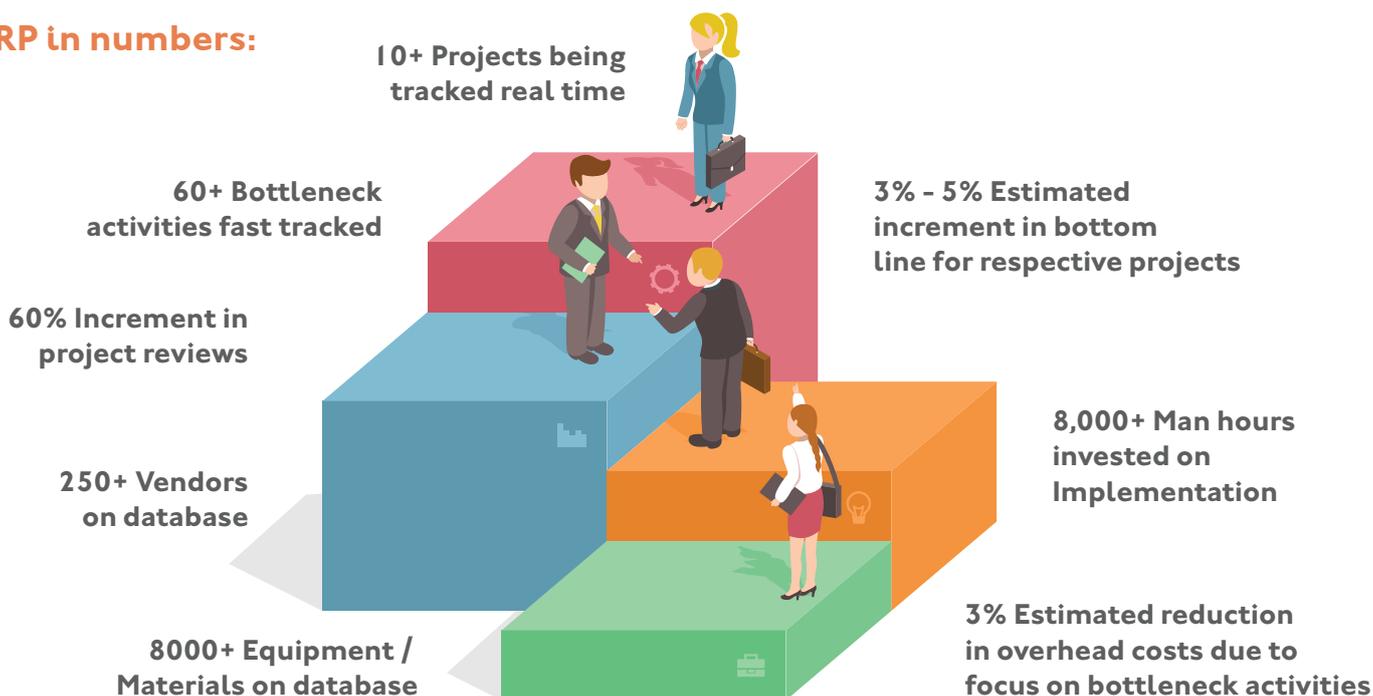
## Pharma Access Fact File

### INSIDE EDGE: Achieving success through ERP implementation

ERP (Enterprise Resource Planning) is one of the most powerful management tools in modern day organizations. At Pharma Access implementation of ERP system has yielded cutting-edge benefits in terms of 360° visibility to management through dashboard & MIS reports. It has aided in understanding the bottleneck activities and target points to tackle the problem before they become harmful for the Projects.

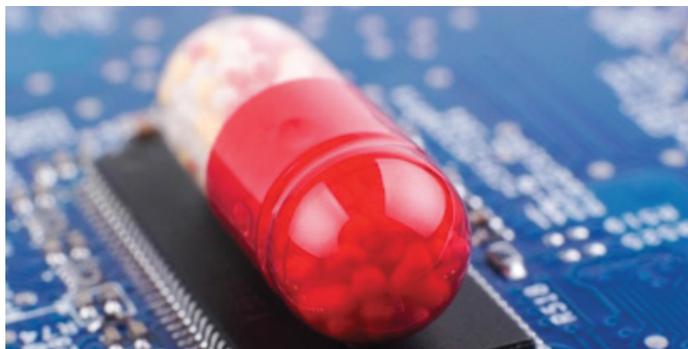
Integration of vendor data base, Project Management and Supply chain on a single platform led to faster fixing of issues and smoother flow of information across departments. The automation led to accountability and improvement in processes which then transformed into higher productivity and better project management.

#### ERP in numbers:



Pharma Access is one of the very few organisations to implement ERP system, to further its vision to efficiently execute Turnkey Pharmaceutical solutions. This system is designed to assist in tracking all project timelines, and help us deliver projects on time.

## **BIG** Pharma Centrestage



### **Future Forward: How artificial intelligence is shaping the next big Pharma revolution.**

Artificial intelligence (AI) is all about taking the aid of technology and computing to perform human-like tasks. Simply put, most recent and common examples of AI are self-driving cars or chess-playing computers and more.

Similarly, Artificial Intelligence and machine learning pose the Pharma industry with an interesting opportunity to approach its operations and R&D differently. It can effectively contribute to make processes simpler and aid in making informed decisions about drug development and treatment.

In longer run, AI is slated to prove beneficial in ensuring that the vast resources and money invested in drug discovery processes will be deployed more efficiently. This would give not only a better R.O.I but also help develop better medication for serious diseases.

Let us understand the broad areas where AI can create a positive difference for the Pharmaceutical sector.

Applications of Machine Learning in Pharma and Medicine:

1. Disease Identification / Diagnosis
2. Personalized Treatment / Behavioral Modification
3. Drug Discovery / Manufacturing
4. Clinical Trial Research
5. Radiology and Radiotherapy
6. Smart Electronic Health Records
7. Epidemic Outbreak Prediction

### **The role of AI and machine learning in the drug discovery process:**

AI majorly helps in connecting the dots. Meaning, it helps researchers and medical practitioners in their ability to correlate, assimilate and connect the raw data. It thereby provides new usable knowledge – which can be used to develop new drug hypotheses – that in turn can translate into more effective drugs.

According to AstraZeneca's Global Head of Enterprise Architecture., 'AI is poised to become "the primary drug discovery tool by 2027." Leading AI companies operating in the AI for Pharma sphere such as Exscientia's deep learning systems are aimed at balancing the potency and selectiveness of a new drug with its pharmacokinetics – the speed at which the drug can pass through a human body.

Andrew Hopkins, CEO, Exscientia said the company's AI-driven platform has the potential to accelerate the discovery of novel, high-quality drug candidates. Application of AI to drug discovery projects has already delivered results in roughly one-quarter of the time, and at one-quarter of the cost of traditional approaches.

### **Big Movements in AI worldwide:**

Signalling the revolutionary change in the Pharma Sector worldwide, some of the top companies have already joined the AI bandwagon. For instance, GlaxoSmithKline's \$43m deal with British AI firm Exscientia and Johnson & Johnson and Merck –also eyeing at investments in the AI sphere. Exscientia – the Dundee-based company's AI technologies have already attracted investment from a number of pharma groups including Germany's Evotec (immuno-oncology), France's Sanofi (metabolic diseases), and Japan's Sumitomo Dainippon Pharma (central nervous system disorders).



**As per a McKinsey report, 'big data and machine learning in pharma and medicine could generate a value of up to \$100B annually, based on better decision-making, optimized innovation, improved efficiency of research/clinical trials, and new tool creation for physicians, consumers, insurers, and regulators.'**





## PharmaXChange



### Latin American Pharmaceutical Market Outlook 2018-2028

Latin America and Asia stand out as the principal growth regions for Pharma Sector globally. Over the last decade, Latin American Pharma market has expanded with an average of 14% per annum owing to some interesting growth drivers.

With rapid urbanization, increasing access to education and a larger proportion of women in the workforce are key growth drivers to the overall income levels throughout Latin America. This spurt in modern lifestyle combined with fast aging population is leading to higher chronic disease, hospitalization, and a bigger reliance on pharmaceuticals.

These lifestyle changes are thus driving the expansion of pharmaceutical sales as people are beginning to spend more on healthcare beyond basic necessities.

The Health, Well-Being and Aging (SABE) survey of people ages 60 and older in seven LAC cities (Bridgetown, Barbados; Buenos Aires, Argentina; Havana, Cuba; Mexico City, Mexico; Montevideo, Uruguay; Santiago, Chile; and São Paulo, Brazil) found that more than two-thirds of respondents reported a medical condition and nearly one-fifth had a disability, higher levels than their peers in high-income countries (Albala et al. 2005).

According to Transparency Market Research, the pharmaceutical products market and contract manufacturing organization (CMO) market in Latin America will post a CAGR of 9.3% between 2015 and 2024, going from a value of US\$127 billion in 2015 to a value of US\$286 billion by 2024.

**Three vital developments that will continue to shape the market and boost pharmaceutical sales in coming years are:**

#### + INCREASED USE OF GENERICS:

A trend driven by governments seeking to broaden healthcare access at reduced costs. Generic drugs are becoming the driving force of the pharmaceutical market. Local producers are expanding at a staggering 28% per year enabling generics to be sold in domestic markets - 70% more economically than their patented counterparts.

#### + CONTRACT MANUFACTURING:

Low drug registration cost in Latin American countries and continuous economic growth have led to higher investment concentration in this region. The Latin American pharmaceutical contract manufacturing services market is anticipated to reach USD 21.0 billion by 2025

#### + EXPANSION OF SUPERMARKET CHAINS:

A study conducted by Nadro, a Mexican medical wholesaler, indicates that pharmacy chains and supermarkets went from controlling 69% of Mexican pharmaceutical sales in 2007 to 88% in 2014, reducing the participation of independent owners.

#### + PRIVATE HEALTH INSURANCE:

Private health insurance is gaining traction and the market for "middle income" private clinics and hospitals is booming. As this happens, the market for medical devices and equipment will continue to grow, presenting additional sales opportunities for manufacturers.

Ultimately for pharmaceutical companies, Latin America is a strong bet for future growth. A few markets stand out within the region: Brazil will continue to be the primary driver of healthcare expenditure in the region



**PHARMA ACCESS - OVER 17 YEARS OF DELIVERING EXCELLENCE TO THE PHARMACEUTICAL SECTOR**

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