

JOINT EVENT

Global Public Health Congress

Annual Congress on  
Nutrition & Healthcare

October 18-20, 2018 Paris, France

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**Bringing innovative ideas, cost effective solutions and game changing services to healthcare, pharma and life sciences**

Due to interplay of pressures which are political, economic, social, technological and environmental, the financial burden for maintaining a public health budget continues unabated throughout the world. We can segment the stakeholders of public health into four distinct areas-prescribers e.g. healthcare professionals and the affiliated infrastructure, payers e.g. health insurance schemes and government subsidization, patients, for public health this includes healthy individuals, and lastly pharma, e.g. pharmaceutical, biotechnology and other life science organizations which through their commitment to R&D seek to improve public health outcomes albeit in most cases for their own financial gain. Highlighted here are the key elements which one particular segment, Pharma, needs to address in order to drive efficiencies and cut costs as a commercial player in public health provision. In assessing the operational efficiencies of a Pharma organization, it is important to conduct a value chain analysis. There are also critical success factors which need to be assessed in drug discovery, development and clinical trial management operations. For the manufacturing operations, scrutiny of SOPs, integration of high end technology is important. At the distribution level, targeting emerging markets with high potential, speed-to-market for NCE launches and response times for recalls and demand spikes are some high priority considerations. For efficiency gains in sales and marketing operations of pharma, technology needs to be implemented that enables not only content and messaging to be edited according to the patient and physician needs but also to have built-in compliance workflows.

**Biography**

Wallace M Macindoe has completed his PhD from the University of Kent and also has completed his MBA from Durham University Business School, UK. He has held several positions in academia as well as in the pharmaceutical industry before founding his own consultancy company "i3 Consult".

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