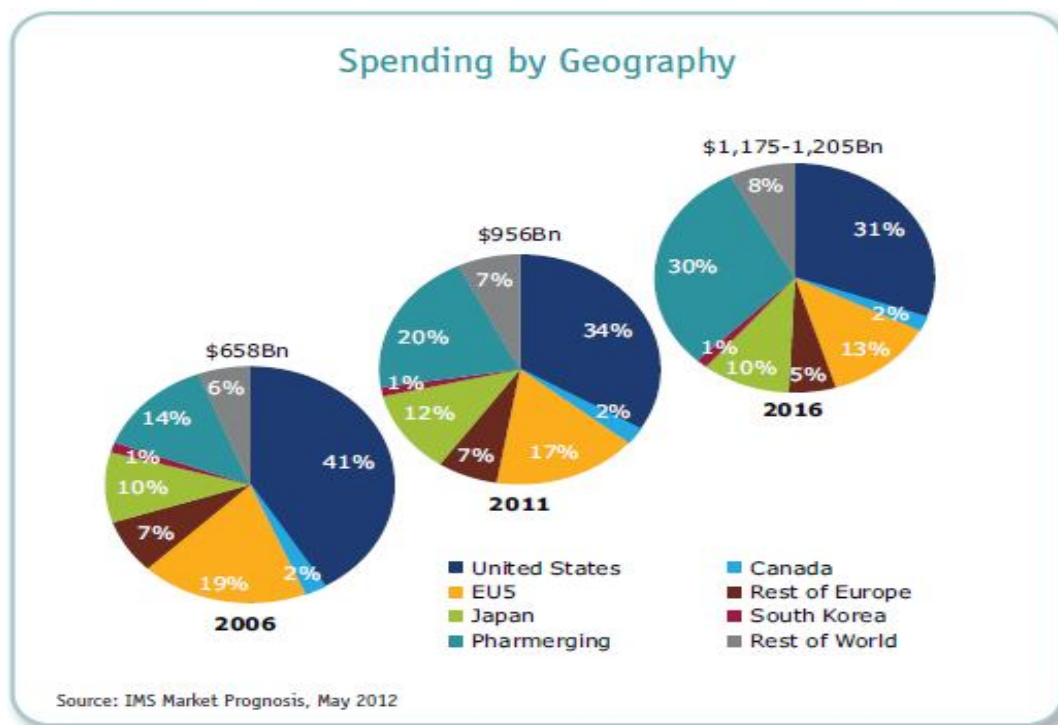*Short Communication*

PROJECT MANAGEMENT AND ITS ADVANTAGES IN PHARMA INDUSTRY- SHORT COMMUNICATION

AishwaryaKoka, Umamaheswara Rao. G*

RR College of pharmacy, Bangalore, Karnataka, India.
E.: nagasiva945@gmail.com

In global business portfolio pharmaceutical industry owes a significant position,according to new statistics thisprescription of drugs will grow from $950 billion to $1.2 trillion in 2016. Further healthcare has become one of the key priorities of world health sector. The real time metrics are represented in below graphs.[1]

Figuer 1. Geopgraphical detail of pharmaceutical expediture during 2006-16. [3]

The total mix of global spending on medicines will shift toward generics over the next five years, rising from 27% to 36% of the total by 2017, even as brands will continue to account for more than two thirds of spending in developed markets.

The use of generics will be at its highest in pharmerging markets where 63% of the spending will go to generic products. Traditional pharmaceuticals typically used to treat chronic diseases in primary care will increasingly be dispensed as generics and as results total spending will only rise 5 % by 2017 in developed countries.

Special medicines used for conditions that require complex treatment and usually command higher prices will be the biggest driver of branded drug spend growth and most apparent in developed markets where spending in expected to increase by 30% over next five years.[2]
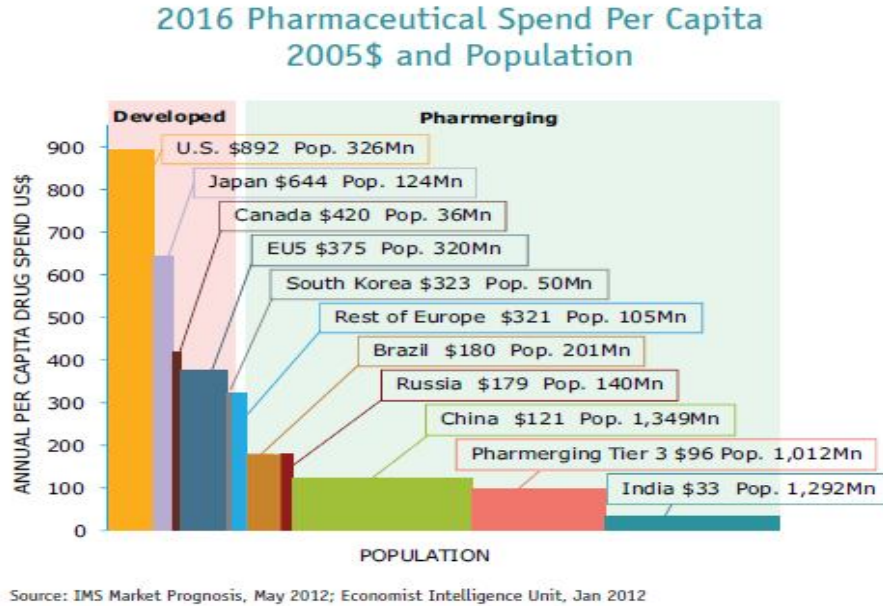
Figure 2. Pharmaceutical expenditure per capita and population during 2005. [3]
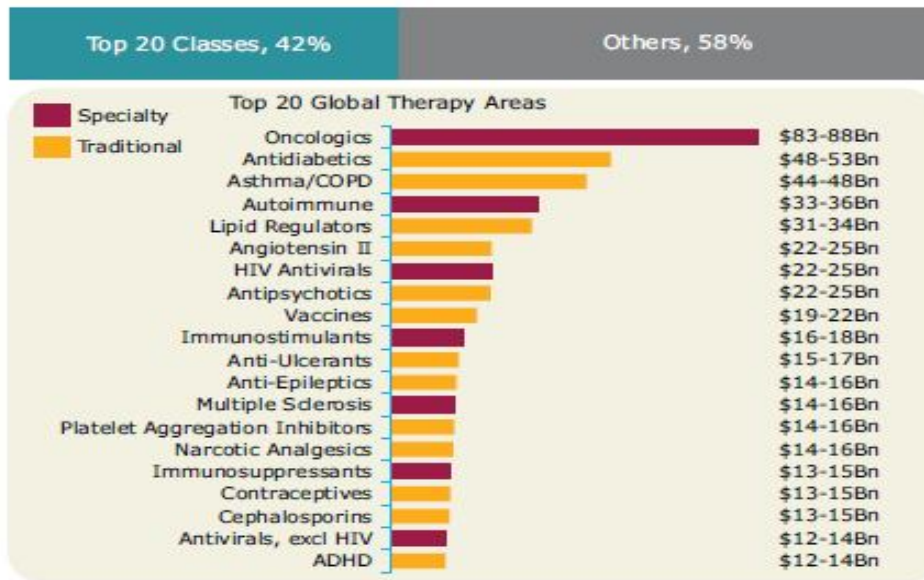

Figure 3. top 20 global therapy areas spending in 2016. [3]

Table 1. protection expiry year in five developed countries during 2012-16. [3]

PROTECTION EXPIRY YEAR	US		JAPAN	UK	FRANCE	GERMANY
2012	Plavix® Seroquel® Singulair® Actos® Lexapro®	Diovan® Diovan HCT® Geodon® Viagra® Boniva®	Nu Lotan Myslee® Preminent Haigou Seroquel®	Lipitor® Amias Seroquel® Aricept® Singulair®	Tahor Singulair® Pariet® Ixprim Aprovel	Seroquel® Atacand® Atacand® Plus Sortis® Aricept®
2013	Oxycontin® Aciphex® Zometa®	Xeloda® Opana®ER Asacol®	Diovan® Plavix® Livalo® Elplat®	Viagra® Xeloda®	Seretide® Coaprovel Xeloda® Micardis® Viagra®	Viani® Zometa® Atmadisc® Coaprovel Viagra®
2014	Nexium® Cymbalta® Celebrex® Symbicort®	Lunesta® Restasis® Evista® Sandostatin® LAR Actonel®	Prograf® Glivec® Abilify®	Abilify® Cipralex® Risperdal® Consta®	Seroplex® Abilify® Ebixa® Risperdal® Consta® LP	Axura Risperdal® Consta® Blopress Plus®
2015	Abilify® Copaxone® Gleevec® Namenda®	Provigil® Combivent® Zyvox® Prezista® Avodart®	Zyprexa® Adoair® Alimta® Spiriva® Symbicort®	Spiriva® Cymbalta® Alimta®	Alimta® Spiriva® Copaxone® Protelos® Cymbalta®	Spiriva® Copaxone® Alimta® Cymbalta®
2016	Crestor® Benicar® Benicar HCT® Cubicin®		Blopress Baraclude®	Glivec® Vfend®	Glivec® Cancidas® Vfend®	Glivec® Zyvoxid Vfend®

Appendix notes
Largest products (U.S.:>=$500Mn, Others: Top 2-5) with protection expiries in the 2012-2016 period, listed in descending order by country sales in constant US$ at Q4 2011 exchange rates. Estimates of protection expiry from information available as of March 31, 2012.

Source: IMS MIDAS, May 2012

By holding this real time data in mind global pharma players are in the lookout for new alternate techniques to optimize the development life cycle. The course of NCE drug development and its kinetics towards pharmacological effect on humans is unpredictable and therefore it is critical to have a realistic expectation which can then be followed with generic players but here the inherent problems associated with development are predictable.

In both the development life cycles, there will be a standard set of procedures to deal with, which can completely help to bring down the time associated with development process.

Project management, then, is the application of knowledge, skills and techniques to execute projects effectively and efficiently.[3]Project management is one of the toolset which squeezes the entire product development procedure, from initiation to closing. It plans the entire R&D process where it executes monitors and evaluates the results.At the same time it optimizes the scope in to definite timelines which gives complete activities related to specific milestone. Project management effectively manages the time with proper control on resources in real time and brings the cross functional team members together to achieve common goal which significantly helps to drive the project in a smoother way to pull off and objectives.

Hence project management is widely being introduced into the Pharma field as it is not only forming an interface in the sector but is also gaining recognition as one of most important tools required to run the project activities to definite finish. Project management is gaining popularity widely for the diverse fields it gets associated with not limiting itself to formulation, analytical, clinical, bioanalytical but also paving ways in paths associated with supply chain management, finance, client interactions, marketing strategies, business aspects etc. In short, a project manager is the owner of a project dealing with every major and minor detail associated with it.

In conclusion the expansion of project management principles and practitioners within pharmaceutical industries will significantly help to bring down the development life cycle of drugs. Project management should be viewed as a tool that helps organizations to execute designated projects effectively and efficiently. By this fascinated advantages it also creates an ample collection of jobs to pharma graduates.

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