

# Global News Line

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## Clinical Research Services - Indian Scenario

Today India is fast becoming a major center for drug development and clinical trials. The surge in activity prompted the FDA to establish international offices in Mumbai and New Delhi in 2008. The reasons for India emerging as one of the major destinations for the conduct of clinical trials include availability of large naïve patients pool, English speaking professionals with out-standing medical credentials, the wide availability of high-speed Internet access that enable affordable and instant transmission of data even from remote areas; and lastly, the Indian laws are consistent with the patent laws prevailing in the developed countries. Apart from all the aforesaid benefits, many pharmaceutical companies save up to 30 to 50% overall on the cost of conducting clinical trials in India.

The Indian pharmaceutical industry is the world's second-largest by volume and is likely to lead the manufacturing sector of India. Also India is ranked as the third largest emerging market and is growing fastest in conducting number of trials. India is now the most favored destination for global pharmaceutical companies for their clinical trials; this will bring in new challenges in Indian clinical scene. Global clinical trial services revenue is likely to touch \$32.73 billion by 2015 According to a report, off-shoring clinical trials to emerging markets, particularly India will create revenue growth for global CROs. The clinical trial outsourced market in India is forecasted to grow at a compounded annual growth rate(CAGR) of around 31% during 2010-2012. Presently, the market is characterized by the dominance of phase III and phase II trials, which currently hold more than 80% of the market. A study says that by 2020, India is expected to emerge amongst the Top 5 global markets for pharmaceutical products by the increased consumer spending on drugs and enormous domestic demand. Moreover, India is expected to join the league of top 10 global pharmaceuticals markets in terms of sales by 2020 with the total value reaching US\$ 50 billion. Indian pharmaceutical market is predicted to grow to US\$ 55 billion by 2020 from US\$ 12.6 billion in 2011. In the drugs and pharmaceuticals sector, foreign direct investment (FDI) is around US\$ 2,942 million between April to May 2011-12, with over 169 FDA approved plants in India and the sector is growing at the rate of 14% per annum.

In the early 2000's, there was significant challenge for conducting clinical trials in India, from the western sponsor's perspective, not so conducive regulatory processes for obtaining clinical trial approval. The approval problem was addressed in late 2006 when India's regulatory authority, the Drugs Controller General of India (DCGI) and the Central Drugs Standard Control Organization (CDSCO), the Indian regulatory authority, introduced a track process allowing rapid approval of clinical trials that were part of a global development program.

So we're all set, right? Sadly, the promise is yet to become a reality. The DCGI's office underwent a sea change after the new approval processes were put in place and clinical trial approvals no longer are expected to languish for months and soon the published deadline of 90 days would be met.

### Dr. K. Ravindranath

CMD - Global Hospitals Group

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**Cardiovascular Disease - Risk Factor Study In India**



'The Indian Heart Watch (IHW) study has revealed the truth behind the prevalence, awareness, treatment and control of key risk factors that are driving the country's growing cardiovascular disease (CVD) epidemic, in a first-of-a-kind presentation of data at the World Congress of Cardiology.

The study parameters include, different "lifestyle" and biological CVD risk factors across the country - and results show that these risk factors are now at significant levels in India compared to developed countries such as the USA and Europe. 79% of men and 83% of women were found to be physically inactive, while 51% of men and 48% of women were found to have high fat foods. Some 60% of men and 57% of women have astonishingly low fruit and vegetable consumption, and interestingly, 12 per cent of men and 0.5 per cent of women smoke.

'Overweight and obesity was reported in 41% of men and 45% of women. High blood pressure was reported in 33% of men and 30% of women, while high cholesterol was found in one-quarter of all men and women. Diabetes (and or metabolic syndrome) was also reported in 34% of men and 37% of women. "India has the dubious distinction of being known as the coronary and diabetes capital of the world," said Prof. Prakash Deedwania, University of California, San Francisco, USA. "These results show why - and must prompt the government to develop public health strategies that will change lifestyles, if these risk factors are to be controlled."

'According to the IHW, urban social development is also playing a role in the development of CVD risk factors. Risk factors such as smoking, high fat intake and low fruit/vegetable intake were shown to be more common in less developed cities, while physical inactivity was seen to be more prevalent in highly-developed cities. Accordingly, metabolic risk factors such as obesity, high blood pressure and high cholesterol were seen to be more prevalent in more highly developed cities'.

"These results show that improving urban planning and overall living conditions are critical to curb the CVD epidemic in India," said Dr. Rajeev Gupta, Fortis Escorts Hospital, Jaipur, India. "But, this cannot be the extent of government efforts which have to include improvements in basic amenities, healthcare facilities and, perhaps most importantly, education that will enable people to take responsibility for their own actions."

Indeed, the results of the IHW study revealed that even among literate middle-class urban Indians there is a low awareness and control rates of these risk factors. Of the approximately one-third of study participants found to have hypertension, only about half (57 per cent) were aware of their high blood pressure, only 40 per cent were on treatment and only 25 per cent had adequate control. This is in contrast to more than 75 per cent awareness in most high and middle-income countries, where more than 50 per cent of people with high blood pressure are controlled.

**WORLD LIVER DAY - 2012**



On the occasion of World Liver Day, 19th April' 2012 Global Hospitals Group has conducted various programmes, with the emphasis on prevention & cure. With the objective of enhancing awareness amongst public

about the seriousness of liver disease in the country and encourage them to take timely preventive measures and reduce the risk of liver disease, announced the launch of "I PROMISE TO LOVE MY LIVER" programme. The programme aims to achieve multiple objectives – enhance awareness about various types of liver & pancreatic diseases, increase the understanding on the causes and symptoms for early detection and the need for timely medical intervention.

**BGS Global Hospitals launched free health camps in memory of organ donors on World Liver Day**



As a unique social responsibility initiative, BGS Global Hospitals organized free health camps in memory of each organ donor associated with them in their area and place of residence. On the occasion of World Liver Day, BGS Global Hospitals

remembered M. Venkatesh, who had passed away following a road traffic accident in March. He had been treated at BGS Global Hospitals, but his brain injury was very severe and he was declared brain dead. The grieving parents made their decision to help others by donating his organs despite their immense loss. Thanks to the family's generosity, three people received a new lease of life.

**BGS Global Hospitals launches Heart Failure Clinic on 19th April'12**



At the Heart Failure Clinic at BGS Global Hospitals, Physician team assists in diagnosis and treatment. Medical treatment is often optional for many. Our team helps in optimizing and personalizing the total care in

collaboration with treating family physician, health assistant nurse and dieticians. Patient with advanced heart failure receive the best treatment in terms of Ventricular assist device, Pacemakers, stem cell and heart transplantation.

**“Global Heart & Lung Institute” at Aware Global Hospitals, L B Nagar, Hyderabad**



Heart diseases is one of the major causes of mortality in our Country. As the population continues to grow, the need for critical health care services too continues to increase. With an earnest endeavour to provide the highest quality of healthcare services to the communities and a commitment to provide the finest quality of Cardiology & Cardio-thoracic services, Aware Global Hospitals, L B Nagar launched the Global Heart & Lung Institute (GHLI). The Global Heart & Lung Institute is a unique combination of the following services - Interventional Cardiology, Adult Cardio-thoracic Surgery, Paediatric Cardio-Thoracic Surgery and surgery for congenital cardiac defects in adults. Incorporating all recent advances in the field, supported by continuous training and education, in-house research & development, multi-disciplinary, multi-professional approach to care, GHLI's objective is to deliver exceptional quality of compassionate and comprehensive cardiac & pulmonary care.



The Global Heart & Lung Institute is staffed by a large team of highly experienced and well- trained Interventional Cardiologists (adult and pediatric), Cardiothoracic Surgeons, Cardiac Anesthetists, trained nurses

**India's second ever single lung transplant performed at Global Health City, Chennai**



The Global Health City here performed India's second ever single lung transplant on a Bahrain woman and described it as an important milestone in the country's transplantation programme.

"The donor was a 38-year-old man who was declared brain

dead at Government General Hospital here. 'His right lung was harvested and was transplanted on the Bahrain woman,' Dr Madhu Sankar said. Dr Sankar, who performed the four-hour-long surgery, said the transplant was highly complex considering the age of the patient and her prolonged sick condition.

**Global Hospitals Group launches Innovative stereotactic radiosurgery at BGS Global Cancer Institute:**



**NOW, INNOVATIVE STEREOTACTIC RADIO SURGERY FOR BRAIN TUMOURS – IT'S JUST A FOUR MINUTE TREATMENT**

◆ Non-invasive treatment of benign brain tumours

◆ Stereotactic Radiosurgery achieves the same result as an open surgery ◆ Patient benefits: A two day hospital stay, safe and painless

Stereotactic Radio surgery is a specialized technology of reaching the tumour (a focal point) in the brain through three dimensional measurements and calculations. This is done by a special instrument called Stereotactic Frame which will give the coordinates to reach the target tumour and radiation is delivered to the tumour without damaging the neighbouring structures. The procedure involves delivery of a single, high dose of radiation to a small and critically located brain tissue through the intact skull.

**KMCH ties up with Global Health City to set up liver clinic**

Kovai Medical Center and Hospital (KMCH) on Sunday entered into an understanding with Chennai-based Global Hospitals and Health City to set up a liver clinic and also provide services in hepatobiliary care.



"By tying up with Global Hospitals and Health City, KMCH would be able to bank on the expertise of Prof. Mohamed Rela, Head, Department of HPB and Liver Transplantation (Global Hospitals Group), and one of the world-renowned surgeons in live liver transplantation" said Dr. Palaniswami.

**World Health Day - 2012**

On the occasion of World Health Day (7th April 2012), Global Hospitals, Lakdi-ka-pul organized Free Clinic for Senior Citizens. Senior citizens from across the twin cities of Hyderabad & Secunderabad participated actively and availed the special health care privileges accorded on the occasion.

Global Hospitals also launched:

◆ Senior Citizen Health Package ◆ Senior Citizen Health Card

\*Senior citizens desirous of availing the Health Card are requested to call: 8008761000 / 9618709090

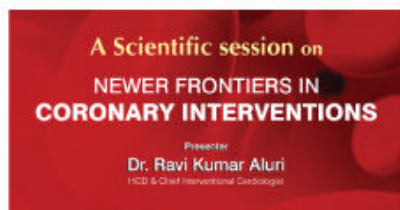


### Inauguration of Global Health City Clinic & Information Centre at Pondicherry

Lighting the lamp is Hon'ble Chief Minister, Thiru. N. Rangasamy, Government of Puducherry (Pondicherry)

Also present (from the left) Mr. C. Chandrasekhar, Executive Director - Marketing & Strategy, Global Hospitals Group, Guest of Honour Thiru. P. Angalane, MLA, Chairman, Pondicherry Industrial Promotion Development and Investment Corporate Limited,

### A scientific session on "Newer Frontiers in Coronary Interventions"



Global Hospitals, Lakdi-ka-pul, Hyderabad organised a CME / Scientific session on the topic "Newer Frontiers in Coronary Interventions" on 21 April 2012 at Fortune Katriya Hotel.

The CME was attended by over 100 leading Physicians from the twin cities of Hyderabad & Secunderabad. A scientific presentation was made by Dr. Ravi Kumar Aluri, Head of Department and Chief Interventional Cardiologist, Global Hospitals, Lakdi-ka-pul, Hyderabad.

### CME - Invitation

**Topic: Basics to Recent Advances in the Management of "Brain Strokes"**

By:

**Dr. J. Srinivas, Neurosurgeon**

&

**Dr. Naveen Kumar Venigalla, Neurophysician**

**Venue:** Auditorium, 5th Floor, Global Hospitals, Hyderabad

**Date:** 09th June 2012, Time: 12 noon -1:00 pm.

*Followed by lunch*

**For free registration please contact**

**Ph: 040 3024 2404**

### Know Thyself

I was invited to participate in a seminar organized in connection with Golden Jubilee celebrations of a distinguished college for Girls at Vijayawada on the theme 'Know Thyself'. I was really happy to note the Theme title. The statement Know Thyself is very complex and connotes both ephemeral and eternal concepts of Human life. 'Know thyself' is an ancient Greek and Latin aphorism or saying concerning self-knowledge and self-improvement. "Know Thyself" means not only giving yourself the opportunity to test yourself and learn your personal strengths and what you are good at in life, but also learning and acknowledging what your weaknesses and short-comings are.

The problem often in today's man's life is readiness to know every thing happening in the world, with scant time or regard for self understanding. This cannot happen in hurry or a process seeking a definitive answer. Neither is it a mathematical formula nor a common experience. When each one of us is Unique, so also the pathways self study are also unique. There are some, so called distinguished, suffer from intellectual cretinism and say contrary to noble thoughts of Socrates of 'Know Thyself' - "Know thyself" - a maxim as pernicious as it is odious. A person observing himself would arrest his own development. Any caterpillar who tried to 'know himself' would never become a butterfly. Andre Gide (d. 1951). Actually the aphorism aims totally different, to understand is to improve/strengthen, oneself. Civilizations such as the Chinese, Indian, Greek, Roman, Judaic and Hebraic traditions viewed the self-knowledge and understanding as the true mark of wisdom. Self-examination, then, is an essential component of higher education

"At a practical level, knowing self basically implies knowing what I really want. More deeply, it means WHO am I? What is the most important thing, one needs to know about oneself. It is not just what we want that determines, but what we do with our life. The trouble is that we never seem to know well enough what exactly we want ...!! We pursue an aim with full sincerity, commitment and belief, and no sooner do we attain it than it suddenly looks less important than something else, much more bigger and important. The whole exercise of having toiled for something believed to be the most important turns out to be a waste of time and energy. Therefore, knowing oneself is all about finding out what one really wants, and to be in life.

- From 'Waves of Ocean'

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### Global Hospitals Group



Global Hospitals, Lakdi-ka-pul, Hyderabad



Global Hospitals, L.B. Nagar, Hyderabad



Global Health city, Chennai



BGS Global Hospitals, Bengaluru



Global Hospitals, Mumbai