



OCT-DEC
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PHARMANNEWS

A Kenya Association Of Pharmaceutical Industry Newsletter



Calendar



October Highlights

- 10th** World Mental Health Day
- 12th** World Sight Day
- 15th** World Handwashing Day

November Highlights

- 12th -18th** World Antibiotics Awareness Week

December Highlights

- 1st** World Aids Day

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In This issue :



More Than a Mother



New Beginnings



Anti Counterfeit Day

Letter from Chairperson

The Kenya Association of Pharmaceutical Industry (KAPI) is pleased to present to you the inaugural issue of Pharma News, a newsletter that intends to keep the members up-to-date on industrywide events and latest developments.

Through this newsletter we aim to keep our members informed and get them involved in pharmaceutical industry activities. The focus will be largely in Kenya while incorporating global perspective.

Pharma News is structured in easy to read format. We would broadly focus on four areas, namely: KAPI news and events; Pharmaceutical industry focus; Global perspective; and member pictorials in a clear, concise way.



“ In this issue, we cast a spotlight on an emerging critical area of ethics in media reporting of sensitive health matters ”

In this issue, we cast spotlight on an emerging critical area of ethics in media reporting of sensitive health matters. We have also highlighted the issue of counterfeit drugs which is a growing menace in the industry in Kenya. Fraudulent drugs harm or kill millions around the world and inflict serious damage on the brand names and bottom lines of major pharmaceutical manufacturers. As an industry we should remain vigilant and curb the threat caused by counterfeit drugs.

It is our hope that through this Newsletter, we would disseminate information on the safety and efficacy of pharmaceutical products, based on communications received from member pharmacies and other sources such as specialized bulletins and journals, as well as KAPI Secretariat.

We welcome your feedback and contributions and encourage you to submit an article. Remember to share with us your events and news as well as pictures for coverage.

Dr. Anastasia Nyalita

Chairperson Kenya Association of Pharmaceutical Industry.

KAPI Members:

KAPI has witnessed a commendable increase in membership:

3M LTD
ABACUS PHARMA (A) LTD
ADCOCK INGRAM EAST AFRICA LTD
ASTRA ZENECA C/O LABOREX (K) LTD
B.BRAUN MEDICAL SERVICES KENYA LTD
BAYER E.A. LTD
BECTON DICKINSON (EA) LTD.
BETA HEALTHCARE INTERNATIONAL LTD
BIMEDA
BOEHRINGER INGELHEIM
MEDTRONIC
ELI LILLY AND COMPANY
GE HEALTHCARE LTD

GLAXOSMITHKLINE PHARMACEUTICAL LTD
GSK CONSUMER HEALTHCARE
HARLEYS LIMITED
HIGHCHEM PHARMA LTD
ROCHE KENYA LIMITED
IMPERIAL LOGISTICS
ION KENYA LTD (MY DAWA)
JOHNSON & JOHNSON
LABOREX KENYA LIMITED
MACNAUGHTON LIMITED
MERCK SERONO
MSD
NOVARTIS PHARMA SERVICES INC.

NOVO NORDISK
PFIZER LABORATORIES LTD
PHILLIPS PHARMACEUTICALS LIMITED
RECKITT BENCKISER
SANOFI-AVENTIS KENYA LTD
SISI AFRICA
STATIM PHARMACEUTICALS LTD
SURGIPHARM LIMITED
TAKEDA PHARMACEUTICALS FZ CO

INDUSTRY FOCUS

Merck Foundation Inaugural Media Training Focuses on Ethics in Reporting to Sensitive Issues

As part of efforts to enhance media ethics when reporting sensitive issues, Merck Foundation conducted their first Merck Health Media Training in Nairobi, Kenya. More than 200 multimedia, print and online journalists from 17 African countries took part in the training.

Speaking after the two-day training that also saw top health reporters across Africa recognized, Merck Foundation CEO and President of 'Merck More than a Mother' initiative Dr. Rasha Kelej said that the training would help media deal with and report on sensitive issues more responsibly.

"I am glad to see attendance from so many media representatives. We focused on the international standards and media ethics for reporting sensitive issues like infertility in Africa. The training was designed to benefit the journalists

in understanding about infertility issues and to learn the best media practices while covering the topic," Dr. Rasha Kelej said.

The training program, which was addressed by fertility experts from Africa, was organized to emphasize on the important role media plays in influencing the society and its ability to create a cultural shift and break the infertility stigma.

She said with the success of the training, Merck Foundation will hold a similar training for media persons in Francophone African countries and Asia in 2018.

The event also provided journalists with an opportunity to network.

This program also provided an excellent opportunity for the journalists from Africa to network with each other and work as a unit to eradicate the stigma around infertility.

“

During the training program, Merck Foundation announced the start of new hashtags **#MenToo** and **#NoForInfertility Stigma** to invite media from all over Africa to share its opinions and stories on social media about the topic.

”



From right: Dr Rasha Kelej CEO MERCK Foundation and President of the MERCK 'More than a mother', Gardy Chacha Senior Health and Science reporter from The Standard, Carole Mandi-Founder and Publisher Carole Mandi media, and Renee Ngamau-radio host/life coach Capital FM.

The program saw attendance from journalists from various African countries like



Kenya, Uganda, Tanzania, Rwanda, Gambia, Namibia, Mozambique, Nigeria, Ghana, South Africa, Ethiopia, Botswana, Liberia, Cameroon, Burundi, Malawi, Mauritius, Zambia and Sierra Leone.

INDUSTRY FOCUS

KAPI Rolls Out Code of Practice to Guide the Pharma Industry Players

Universal health coverage has been earmarked as one of the priority areas of the government in the next four years under the Big Four Agenda.

KAPI supports the attainment of universal health coverage, which is a critical global priority that has the potential to transform the lives of millions of people by bringing life-saving healthcare to the masses.

The pharmaceutical industry is critical in the attainment of this goal because the dream of universal health cannot be achieved when the public does not

have access to a sustainable and reliable supply of affordable, safe and effective drugs and vaccines. The Kenya Medical Supplies Authority (KEMSA), whose mandate is to procure, warehouse and distribute drugs and medical supplies is critical in this equation too.

KAPI, with a membership of over 30 pharmaceutical companies, has been guiding pharmaceutical companies on the actions they need to take to improve supply and access to drugs.

The Association has been at the forefront in upholding ethics in the practice of pharmacy. Recently, KAPI rolled out a Code of Practice to foster ethical interactions between the local pharmaceutical companies and healthcare professionals.

The Code of Practice, which is a self-regulation tool for the corrupting doctors or any other

association members (local and multinational pharmaceutical firms), seeks to curb unethical practices in the pharmaceutical industry.

The code, which is binding to all KAPI members, restricts them from corrupting doctors or any other healthcare professionals. It also prohibits them from receiving benefits in cash or kind as an inducement for their services.

—“—

I congratulate Dr. Manjari on his appointment and wish him well as he settles in his new position. As members of Kenya Association of Pharmaceutical Industry we look forward to working together with him and with KEMSA for the betterment of the industry

- Dr. Nyalita

—”—



KAPI Chairperson Dr Anastasia Nyalita presents the Code of Practice to the new KEMSA CEO Dr Jonah Manjari as the KAPI Vice Chair Vinod Gupta looks on.



The KAPI Code of Practice is a self-regulation tool for the association the seeks to curb unethical practices in the pharmaceutical market place such as inducements to healthcare professionals in the private and public sector.

ON THE RADAR

KAPI Joins Multi Agencies to Celebrate Anti-Counterfeit Day

Prevalence of counterfeit drugs to affect Big 4 delivery, Pharmaceutical Industry Association warns.

The World Health Organization estimates that one in 10 medicines in developing countries are counterfeit and likely responsible for the deaths of tens of thousands of children from diseases such as malaria and pneumonia every year.

The organization estimates that 100,000 to one million people die each year as a result of fake medication.

Here in Kenya, counterfeit and substandard pose a real threat in the attainment of universal health coverage. Various stakeholders have taken up the fight against falsified medicines in an effort to break down the criminal networks

that distribute them. The Kenya Association of Pharmaceutical Industry recognises the threat posed by such medicines and is will . Counterfeit and unregulated pharmaceutical products ultimately raise the cost of healthcare delivery among the most vulnerable groups while limiting the efficacy of crucial drugs due to poor formulation.

The Association says the Pharmacy and Poisons Board of Kenya should enhance market surveillance, and fully utilize digital technologies to track shipment and identify grey and counterfeit products at the ports

of entry. Last year, KAPI in conjunction with researchers from the University of Nairobi School of Pharmacy, carried out a study which revealed that up to eight per cent of medicines bought over the counter in pharmacies are unregulated meaning that consumers could be taking drugs that have not been tested and cleared by the regulators.

Such products present a great risk of disease progression, allergies, deficiencies and poor efficacy due to potentially incorrect storage by middle-men and product packaging intended for other climates.



The organization estimates that
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KAPI advises the general public to avoid buying products that do not carry English or Swahili instructions. Buyers can also verify each official retail outlet by SMS, using the Pharmacy Registration Code shown on the Pharmacy and Poisons Board sticker on the premises, or ask for it if no sticker can be seen.



GLOBAL PERSPECTIVE



Global Perspective Pharma Trends in 2018

The pharma industry has experienced tremendous transformation over the last couple of years, with various medical discoveries as well as the application of ICT to solve medical problems. Below are the trends to look out for in 2018;



Employing Artificial Intelligence in the pharma industry



Serialization and Supply Chain Security



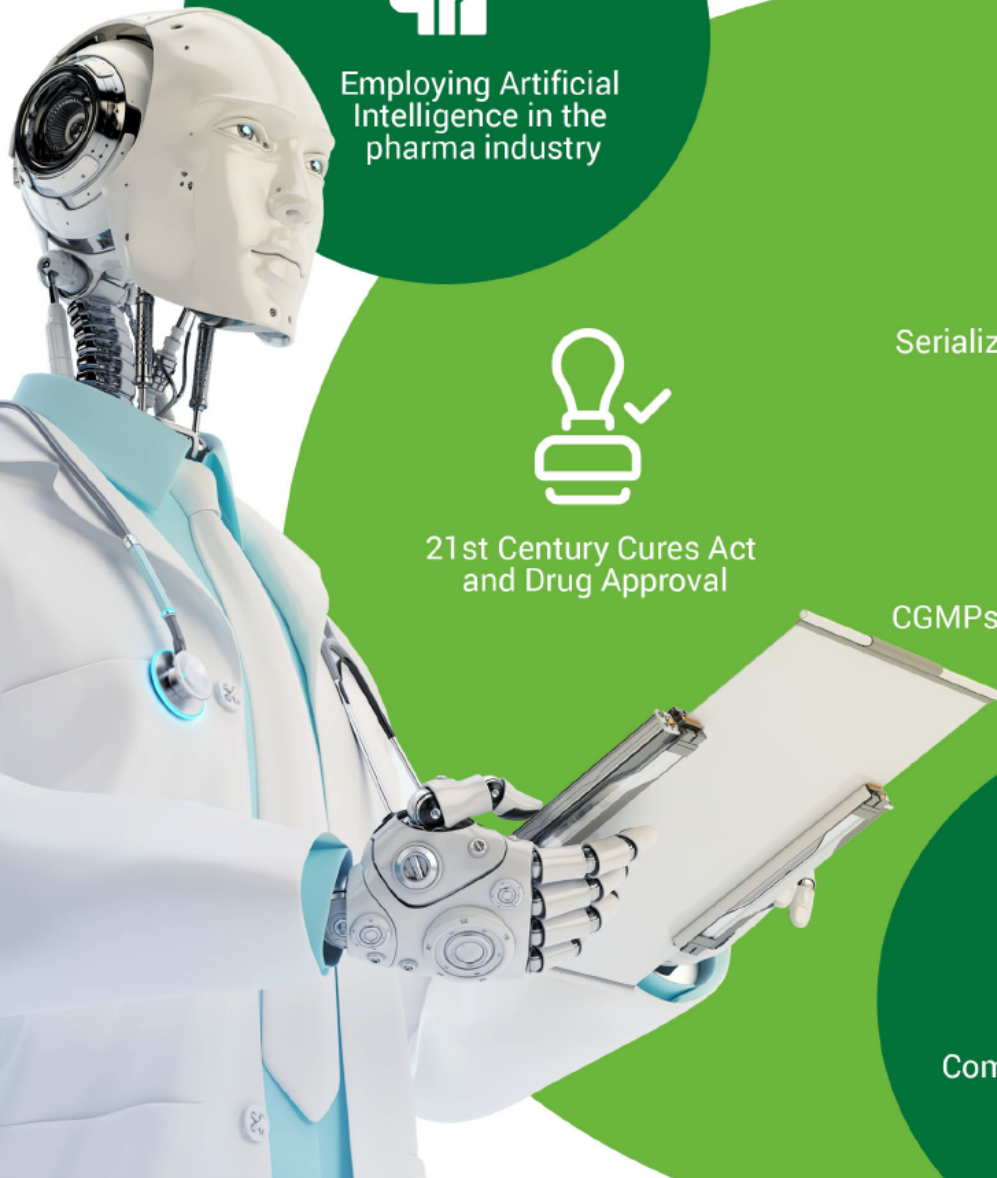
21st Century Cures Act and Drug Approval



CGMPs Target Substandard and Falsified Drugs



Compounding Drugs and Interstate Commerce



PICTORIALS



Bayer E.A. CEO Eric Bureau, Head Of Communications and Public Affairs Anthony Maina , Prof. Ikua of JKUAT and some participants of the BAYER innovation during the launch of the competition at JKUAT Juja.



(L-R)Reckitt Benckiser company pharmacist Dr James Mokoro, Anti-Counterfeit Agency Executive Director Elema Halake, GlaxoSmithKline Regulatory Affairs Pharmacist Dr Darshi Shah and Bimeda Regulatory Affairs/ Compliance Officer Gladys Gichana during a walk to mark the World Anti-Counterfeit Day.



Health journalists get feted by Merck Foundation for their outstanding stories about infertility in the region, during the media recognition awards held in June 2018 in Nairobi.



GSK CEO Alexandra Sprang (second right) meets the British Prime Minister Theresa May alongside other delegates during her recent visit to Kenya. The PM was in the country to discuss ways to foster the relationship between Kenya and the UK



KAPI Chairperson, Dr. Anastasia Nyalita speaks during a panel discussion for Illicit Trade during the Kenya Trade Week which was between 30th July and 3rd August. Dr. Nyalita was among other industry stakeholders who participated in the forum whose agenda this year was 'Powering Kenya Big 4 Agenda through Trade'

