

PHARAMACEUTICS-I

SUBJECT CODE – BP103T

UNIT – 1

LESSON – 2

Pharmacy relation in Industry-

- In industry pharmacist perform many works in many ways.
- 1. **Formulation development**— Commercial drug production is a difficult tasks for any pharmaceutical companies. Due to involvement of pharmacy in pharmaceutical, it is easy way to developed commercial formulation and developing a complete understanding of the form and structure of the drug substance and drug products.
- Pharmacist also involved in the formulation testing and make a successful pharmaceutical formulation requires the combination of the Active Pharmaceutical Ingredients(API) with inactive excipients.
- Physicochemical analysis can aid excipient selection, enable the stability of the drug substance and drug product to be assessed, and also ensure the critical material attributes (CMAs) relating to formulation performance are identified as part of the design space definition applied for downstream manufacturing controls.
- 2. **Manufacturing department**— Proper equipment, proper procedure and suitable conditions are the necessary conditions for any manufacturing units. In pharmaceutical it is also decided by the pharmacist. Pharmacist developed and maintain Standard Operation Procedure (SOP) and provide effective training to products staffs.

- Proper sanitation and hygiene conditions are also developed by the pharmacist and it is also decided the safety area and safety environment for the manufacturing units.
- Assist and review production batch records have all the necessary information for final approval and release decision and also conduct and support companies research and development projects

3. **Quality control and Quality assurance:** The main function of quality control is to test and verify the products quality according to pharmacopoeial standards.

- In Quality Control sampling inspection and testing of raw material and packaging material, release and documentation are control by the high skilled person (Pharmacists). QC department also define the stability testing and evaluation of self-life product and also monitor the microbial activity of raw materials and finished products.
- Quality Assurance (QA) department execute the systemic monitoring and evaluation of the various expects of a project service or facility to ensure that standards of quality of the drugs. It also responsible of maintenance of a desired level of quality in as service or product, especially by means of a attention to ever stage of the process of delivery or production. It also assured the doses and formulations of drugs according to patients need and convenience.

4. **Drug Information:** Pharmacists are also known as drug experts because it gains a lot of knowledge during the academic session. In industry it informed the drugs composition and formulation and also defined the drug advantage (useful effect) and disadvantage (Harmful or adverse effect).chemically drugs are active or inactive it is decided by the pharmacists and also provided the drugs reaction with other drugs.

- Drug are the chemical substances, which are design for treating the disease .It is also provide the complete information about suitable excepients (coloring agent, flavouring agent etc).

5. **Regulatory affairs:** In industry, regulatory affairs is a profession developed from the desire of governments to protect public health by controlling the

safety and efficacy of medicinal products like veterinary medicines, medical devices, pesticides, agrochemicals, cosmetics and complementary medicines. Regulatory department responsible for the discovery, testing, manufacture and marketing of pharmaceutical products wanting to ensure that they supply products that are safe and make a worthwhile contribution to public health and welfare.

- Regulatory department promote strategic and technical advice at the highest level in their industries, making an important contribution both commercially and scientifically development.
- Keeping track of the ever-changing legislation in all the regions in which a company wishes to distribute its products and give advice on legal and scientific restraints and requirements.

6. Sales and marketing: For any industry growth and development sales and marketing is a very important factor. Pharmaceutical marketing is presently the most organized and comprehensive information system for updating physicians about the availability, safety, efficacy, hazards, and techniques of using medicines.

- Marketing is a process that starts with identifying and understanding the needs and wants of the customer (demand) and then fulfilling those needs and wants (supply). An effective marketing plan offers a solution to fulfill the needs and wants of society (individuals and organizations), while achieving the goals of the organization.
- In addition, marketing can create new needs or reformat existing needs. Both customers (demand) and organizations (supply) have objectives.
- In marketing, pharmacists are directly attached to the patients and physicians so it provides the complete information about the public need and requirements.

Management: Marketing management is the analysis, planning, an implementation the control over actions, aimed on an establishment,

fastening and support of favorable exchanges with target buyers for the achievement of certain problems of the organization, such, as profit reception, sales volume growth, increase market share, etc.