

**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**Master Class Episode 36**

“Master Class Episode 36”
<b>Topic:</b> - Business Development in Healthcare and Pharmaceuticals
<b>Date:</b> 23 <sup>rd</sup> August 2021 from 04.00 PM to 05:00 PM
<b>Venue:</b> - IIHMR University, Jaipur
<b>Speaker:</b> - Ms. Divya Bijlwan, Sr. VP, Business Development, Aurobindo Pharma Ltd. Hyderabad, India
<b>Number of participants:</b> - 140
<b>Introduction:</b> - This session featured: Ms. Divya Bijlwan, Sr. VP, Business Development, Aurobindo Pharma Ltd. Hyderabad, India. The event was moderated by Dr. Saurabh Kumar Banerjee, Dean - SPM, IIHMR University, Jaipur and the Session was welcomed by Dr. P.R. Sodani, President, IIHMR University, Jaipur.
<p><b>Objective:</b></p> <p>The primary objective of this session is to explore how strategic business development drives innovation, market expansion, and sustainable growth in the healthcare and pharmaceutical sectors.</p>
<p><b>Salient Novel Points Covered:</b></p> <p><b>Shift Toward Value-Based Healthcare Models</b></p> <ul style="list-style-type: none"> <li>• Business development is increasingly focused on delivering measurable patient outcomes and cost-efficiency rather than just volume-based services or sales.</li> </ul> <p><b>Integration of Digital Health and AI in Strategy</b></p> <ul style="list-style-type: none"> <li>• Emerging technologies like AI, telehealth, wearable devices, and health data analytics are becoming core components of growth and partnership strategies.</li> </ul> <p><b>Rise of Precision Medicine and Personalized Therapies</b></p> <ul style="list-style-type: none"> <li>• BD (Business Development) strategies now align with targeted drug development, genetic profiling, and individualized treatment plans, opening niche markets.</li> </ul> <p><b>Emphasis on Public-Private Partnerships (PPP)</b></p> <ul style="list-style-type: none"> <li>• Strategic alliances with governments, NGOs, and research institutions are expanding access to care, especially in underserved regions.</li> </ul> <p><b>Role:</b></p> <p><b>Driving Strategic Growth and Market Expansion</b></p> <ul style="list-style-type: none"> <li>• Business development (BD) identifies new markets, customer segments, and geographical regions to expand the reach of healthcare and pharmaceutical offerings.</li> </ul> <p><b>Fostering Strategic Partnerships and Alliances</b></p> <ul style="list-style-type: none"> <li>• BD professionals facilitate collaborations with hospitals, biotech companies, research institutes, and technology providers to accelerate innovation and expand service capabilities.</li> </ul>

### **Enabling Product Innovation and Commercialization**

- Supports the transition of R&D outputs into market-ready solutions by assessing commercial viability, managing licensing, and securing funding or partnerships.

### **Navigating Regulatory and Policy Landscapes**

- Plays a crucial role in understanding and complying with regulatory requirements, ensuring smoother product approval and market entry.

### **Challenges and Opportunities:**

#### **Challenges:**

1. **Regulatory Complexity and Compliance Risks**
  - Navigating diverse and evolving regulatory frameworks across countries can slow down deals, increase costs, and impact timelines for market entry.
2. **High R&D Costs and Uncertain ROI**
  - The long development cycles and uncertain success rates of new drugs or healthcare technologies pose financial and strategic risks.
3. **Market Access and Pricing Pressure**
  - Governments and insurers often push for lower prices, which affects profit margins and limits access to premium markets.
4. **Intellectual Property (IP) and Patent Challenges**
  - Protecting IP rights across jurisdictions and dealing with patent expirations can disrupt competitive positioning and revenue streams.

#### **Opportunities:**

1. **Digital Transformation and Health Tech Innovation**
    - The rise of telemedicine, e-pharmacy, AI diagnostics, and wearable health tech opens new business avenues and partnership possibilities.
  2. **Growing Demand for Personalized and Preventive Healthcare**
    - Shifting focus from treatment to prevention and personalization enables new product development and service offerings.
  3. **Expansion in Emerging Markets**
    - Rising healthcare demand in Asia, Africa, and Latin America presents vast potential for growth, especially through local partnerships.
  4. **Collaborations with Startups and Research Institutions**
    - Open innovation models enable large firms to leverage the agility and creativity of startups and academic research.
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- momentum and legitimacy to advance gender justice in development.
  2. **Shift Toward Participatory and Inclusive Development Models**
    - There is increasing recognition of the need to include diverse voices, especially women and gender minorities, in planning and decision-making processes.
  3. **Expansion of Gender-Responsive Budgeting and Policy Tools**
    - Governments and organizations are adopting gender-sensitive planning, monitoring, and budgeting tools that can improve accountability and impact.
  4. **Emergence of Male Allyship and Youth-Led Change**
    - New generations and male allies are increasingly engaging in gender conversations, supporting broader societal shifts toward equity.

## Q & A and Interactive Discussion:

An interactive session on Business Development in Healthcare and Pharmaceuticals was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

## Future Scope:

Wider Adoption of Digital Health Ecosystems  
Personalized Medicine as a Core Growth Driver  
Evolution of Integrated Care Models  
Cross-Sector Collaborations (HealthTech, AgriTech, FinTech)



# Business Development in Healthcare and Pharmaceuticals

**Monday, Aug 23, 2021**  
04:00 PM - 05:00 PM (INDIA) 



**SPEAKER**  
**Ms. Divya Bijlwan**  
Senior Vice President,  
Business Development,  
Aurobindo Pharma Limited, Hyderabad



**WELCOME**  
**Dr. P. R. Sodani**  
President  
IIHMR University, Jaipur



**MODERATOR**  
**Dr. Saurabh Banerjee**  
Dean SPM  
IIHMR University, Jaipur

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