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# Prime Insights

Issue- January 2021

A Magazine For C-Level Personality

## INDIVIRTUS

Celebrating

2500

PDE REPORTS

100+

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INTERNATIONAL  
CLIENTS



Ramu Jadhav M.Pharm  
(Ph.D.) CEO | GervanoRA

### GervanoRA

A Power-Brand That's Transforming  
India's Healthcare Consulting Scene

### INDIVIRTUS:

A Cost-Effective Healthcare Dimension

**MEDESUN-** Pioneers in  
Inpatient DRG Coding Training and  
Services

**GIOSTAR:** Healing Human  
Beings for a Better Life

**SSLR Consultancy LLP:**  
One of the Pre-eminent  
Consulting Firms of India

**Newaetate Private Limited:**  
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CRO WITH EXPONENTIAL GROWTH, OFFERING PERFECT BLEND OF QUALITY AND ECONOMY



## A Cost-effective Healthcare Services Provider



**Dr. Upendra K. Jain, M. Pharm, Ph.D.**  
Chief Executive Director

Indivirtus, an Indian company with virtuousness, based on truthfulness, honesty which carries moral ethics and values. Indivirtus provides real-time, cost-effective solutions to benefit the healthcare industry. It is a CRO (Contract Research Organization) that aids healthcare industry to enhance their efficiency in their core competencies. Indivirtus also ensures after service support. The aim is to help the healthcare industry to maximise their output and profitability.

### **Dr. Upendra K Jain- the pillar of trust**

Indivirtus was founded in 2018 with its base located at Chandigarh and Mohali. It is a self-financed company formed by experienced and enthusiastic minds, Dr. Upendra K. Jain (CEO), Ms. Veena Kanwar (MD) and Ms. Seema Kanwar (CFO). The idea about this start up is the brain child of none other than Dr. Upendra Kumar Jain who is an innovative person. Having experience in pharmaceutical marketing & sales for over 15 years and educational sector for over 12 years, Dr. Jain did a lot of effort to establish Indivirtus Healthcare. The backbone of this company is a dedicated team, led by experienced industry experts of relevant fields who ensure to provide speedy solutions using efficient and high end hardware and software. The core offerings of Indivirtus are "Pharmacovigilance, PDE/ADE and OEL calculations, Genotox evaluation, Clinical Trials, Formulation Development and GxP services

### **The background story- a journey of inspiration**

The world is in a phase of economic globalization and dynamically getting converted to a new transformation towards the development of business. The PDE/ADE and OEL calculations are in high demand. As per EMA and WHO guidelines, cleaning validation is an integral part of Pharmaceutical industry. The company serves API as well as formulation manufacturers with an initiative to offer new therapies for different ailments.

The road to Indivirtus wasn't an easy one. Indivirtus struggled for around 6 months to operate in markets as PV activities were not quite common in domestic companies. Dr. Jain did the right thing by establishing cordial relations with industry experts for their opinions and through this, the idea of taking the initiative of Permitted Daily Exposure (PDE) calculations

emerged and it became highly demandable for the dire need of a supply of products to Europe and the US. The company's CEO is a man of hard work, determination, and intelligence who wasn't ready to give up under any circumstances. Dr. Jain is thankful to Mr. Manoj Sharma, a close friend and industry expert, who transferred all his market knowledge and expertise to Indivirtus regarding calculation of PDE/ADE and OEL values, in the initial days of this start up.

### Establishment of trust and uniqueness in the market

The team of efficient and experienced clinicians, pharmacists and toxicologists along with quality of its deliverables have bestowed huge consumer trust in this company. Clients can directly have a word with the company's CEO, who ensures their utmost satisfaction. Keeping trust and satisfaction as top list priority, Indivirtus has always made sure that each customer remains satisfied with quality outcomes. The CEO has personally talked and addressed his client's problem to create a smooth bonding and ease of understanding with them.

### The services and offerings of Indivirtus

PV activities are performed with high quality and care under the guidance of Dr Rajinder K Jalali, Chief Scientific Officer (Medical Affairs and Clinical Research). He has served as Global Head of pharmacovigilance and clinical trial operations in Ranbaxy and Sun Pharma. The quality control and management department are under the surveillance of Mr. Hari Vayas Bansal who has served on the quality and compliance-related operations in sterile and non-sterile finished formulation industry.

### Core services offered by Indivirtus:

- **End-to-End Drug Safety Management Services:**
  - ◆ Handling calls for reporting the Adverse Events across various time zones,
    - Product Quality Complaint
    - Medical Information Services.
  - ◆ ICSR Case Processing - Spontaneous / Clinical Trial Cases
  - ◆ Literature Surveillance
  - ◆ Drug Safety Writing
    - Aggregate Reports -PSUR, PADER, PBRER
    - SOP & Working Guidelines as per GVP
    - Safety Data Exchange Agreement (SDEA)
  - ◆ Risk Management (RMP/REMS)
  - ◆ Development of Drug Safety Systems (PSMF/ DSS)
  - ◆ Safety Data Migration
  - ◆ Quality Backlog Clearing (end-to-end)
- **Toxicological Risk Assessment:**
  - ◆ PDE/ADE, OEL calculation for APIs and Formulations
  - ◆ Calculation of PDE/Threshold values for impurities, intermediates and elements
  - ◆ Genotoxicity and Mutagenicity evaluation of impurities using Derek & Sarah software as per ICH M7 guidelines OR Tox tree
  - ◆ QSAR analysis

**Assessment duly reviewed and signed by certified DABT or ERT toxicologist as per EMA guidelines and format.**

- **GxP Advisory (i.e GLP, GMP etc)**
- **Drug Discovery And Development Services**
  - Formulation Development
  - Clinical Trial
  - Bioequivalence Study.

### Making a mark for long term continuity

Indivirtus is a perfect blend of quality and economy. It has secured over 100 clients in less than 2years. The hard work, dedication, and reliable efforts of its team say it all. The client likes Indivirtus for its' quality and 'on-time delivery'. Employees can make an accelerated career growth through this dynamic and innovative challenging environment. All the services offered by Indivirtus are targeted to ensure health safety of human kind through Pharmacovigilance, Clinical Trials, and Toxicological Risk Assessment i.e. PDE and OEL calculations and Genotox evaluation.

Clients are connected with the brand due to factors such as:

- Quality of service
- On-time hassle-free delivery
- Economy
- Experienced personnel to address customer queries

### Marketing initiatives and programs for brand development and growth

Indivirtus is registered on social media platforms so that more people come to know about the company, its services, quality of work, and so on. Indivirtus uses special features of LinkedIn, Gmail, and Chimp Mail to popularise its services.

### Shaping of the future

Indivirtus is aiming to expand its horizons for global market by introducing the services for healthcare sector as well as non-healthcare sector. Medical Scribing, and Medical Insurance Billing are some of the services to be introduced.

Indivirtus aims to build overseas channels and networks to globally expand the business. A newly launched venture "Indivirtus Solutions Pvt Ltd." has been dealing with overseas connections in Accounting, Data Management, and Insurance Processing. The team of 18 members will be further expanded. Around 80 to 100 people will be given employment to make the team bigger and more productive. Employment generation and utilization of modern tools & equipment are other mottoes.

It has been a journey full of risks, challenges, and thrills, but entire management of Indivirtus was always up to it. We look forward to encounter more challenges and thrills in the journey forward. The success of Indivirtus rests on the quality delivered by the team and trust shown by more than hundred of satisfied clients, added Dr. Jain.