

## PRESS RELEASE

# Piramal Pharma Solutions Announces Winner of its Inaugural Award for Excellence in Patient Centricity

- *Award recognizes the hands-on application of Patient Centricity to a site's local staff*
- *The winning program raised awareness among employees and their families*
- *All Patient Awareness Councils submitted programs for consideration*

**Mumbai, India | June 8, 2021:** Piramal Pharma Limited's (PPL) Contract Development and Manufacturing Organization, Piramal Pharma Solutions (PPS), announced today the company's oral solid dosage development site in Ahmedabad, India, has been selected as the winner of the first-ever PPS Award for Excellence in Patient Centricity.

Understanding the need of patients and building an organization that is dedicated to addressing those needs is the foundation of Patient Centricity. According to Peter DeYoung, CEO, Pharma Solutions, Piramal Pharma Limited, "Patient Centricity is our core ideology. We demonstrate it by keeping the needs of the patient foremost in everything the company does, from the boardroom to the shop floor. This award represents an opportunity to celebrate the ways in which our global team is raising awareness of Patient Centricity and applying it to create a positive difference in the lives of our stakeholders."

As part of the Patient Centricity onboarding initiative, employees at all fourteen of the company's sites around the world received dedicated training on how to embrace the concept and make the program a reality. Patient Awareness Councils were formed at each site for the purpose of driving the idea forward at a local level.

Earlier this year, the Councils were invited to participate in the Excellence in Patient Centricity Award by nominating a program conducted at their site. The Patient Awareness Council at the Ahmedabad oral solid dosage development site, known within the organization as Piramal Pharma Development Services (PPDS), put together an innovative program designed to reinforce patient-centric behavior and culture by involving the families of employees. They interviewed a selection of family members on video and asked them how they feel about the work done at the site and what it's like to have family involved in the important task of helping to reduce the burden of disease on patients. Children were asked to participate in an art competition and many creative, fun examples were submitted. The program's results were strong, with an overwhelmingly positive response among both the PPDS staff and their families which was demonstrated in a great sense of pride felt by all.

After careful consideration of all nominations, PPS senior management recognized the PPDS initiative for its strong execution, innovative thinking, and relevancy. Involving both the site staff and their families took Patient Centricity to a new level, bringing a sense of personalization to our core ideology.

Stuart Needleman, Chief Patient Centricity Officer at PPS, added, "Congratulations to the Patient Awareness Council at PPDS and to all site employees who participated in this initiative. Further congratulations and thanks go to all PPS staff around the world who are practicing Patient Centricity every day. Their work is truly inspiring to us all."



*Above: The Patient Awareness Council Award*

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### **About Piramal Pharma Solutions**

Piramal Pharma Solutions (PPS) is a Contract Development and Manufacturing Organization (CDMO), offering end-to-end development and manufacturing solutions across the drug life cycle. We serve our clients through a globally integrated network of facilities in North America, Europe and Asia. This enables us to offer a comprehensive range of services including drug discovery solutions, process & pharmaceutical development services, clinical trial supplies, commercial supply of APIs and finished dosage forms. We also offer specialized services such as development and manufacture of highly potent APIs, antibody drug conjugation, sterile fill/finish with and without containment, and potent solid oral drug product. We enhanced our abilities to provide Peptide API products and custom peptide synthesis to our drug development and manufacturing capabilities making us one of the few pure-play peptide API companies in the world. Our capability as an integrated service provider & experience with various technologies enables us to serve innovator and generic companies worldwide.

For more information, please visit: [www.piramalpharmasolutions.com](http://www.piramalpharmasolutions.com) | Social Media: [Twitter](#), [LinkedIn](#)

**About Piramal Pharma Ltd.**

Piramal Pharma Limited (PPL), a subsidiary of Piramal Enterprises Limited (PEL), offers a portfolio of differentiated products and services through end-to-end manufacturing capabilities across 14 global facilities and a global distribution network in over 100 countries. PPL includes: Piramal Pharma Solutions, an integrated Contract Development and Manufacturing Organization (CDMO); Piramal Critical Care, a complex hospital generics business; and the Consumer Healthcare business, selling over-the-counter products in India. In addition, PPL has a joint venture with Allergan, a leader in ophthalmology in the Indian formulations market. In October 2020, PPL received 20% strategic growth investment from the Carlyle Group.

For more information visit: [www.piramal.com](http://www.piramal.com), [Facebook](#), [Twitter](#), [LinkedIn](#)