

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Research in Medical and Pharmaceutical Sciences</a>
Manuscript Number:	Ms_AJRIMPS_126379
Title of the Manuscript:	Innovative Models and Market Strategies in Pharmaceutical Development: A Review
Type of the Article	Review Article

#### PART 1: Review Comments

<b>Compulsory</b> REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	This manuscript helps in gaining overall knowledge on innovation with the benefits of its use in health care industry for both the provider and consumer. It also helps in understanding the gaps present in innovation in health care industry which may engrave a pathway for the fulfilment of those gaps for further development in the field making it more robust, efficient, collaborative and patient friendly.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract would be more comprehensive if it would have elaborated the search strategies more.	
Are subsections and structure of the manuscript appropriate?	The subsections of the manuscript is good but more of search strategy section would be good with the description of selection of articles (Inclusion, Exclusion) and the time duration of the selected articles.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	This manuscript have summarised the already existing and emerging innovations in health care industry with its benefits, gaps, weaknesses and recommendations for the further development of innovations which may help in the decision making, policy making and overall benefit for both the health care provider and consumer with minimal risks making it more robust, cost effective, efficient, sustainable and patient friendly.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references seems to be sufficient however the plagiarism check before publication would be good.	
<b>Minor</b> REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?	Yes	
<b>Optional/General</b> comments		

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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