



44 SLI Service Awardees Recognized

Sydenham Laboratories recently awarded 44 employees for their longevity and loyalty in serving the organization for 10 and 5 years respectively during the Annual Christmas Party held last December 13, 2013 at the SLI Grounds, Dasmariñas, Cavite. Mr. Jacob Peña Jr. (Vice Chairman) and Mr. Abe Villacorta (Chief Finance Officer) awarded the plaque of recognition and cash gift to the following employees:



10 Years Service Awardees

Nelson B. Beltran	Mandy O. Sarmiento
John Albert A. Peña	Jayson Jeselle M Tongo
Melissa Nice B. Ambagan	Marvie Jay D. Alegro
Renante A. Rabina	Rommel V. Machon
Gilbert R. Villanueva	Narman D. Solis
Jocelyn E. Hirang	Janeth . Gardon
Briann B. Loyola	Jendie E. Villaflor
Bernard O. Oriña	Eljune P. Veloso
Armando B. Gallero Jr.	Franklin L. Camañag
Melvin O. Garra	Ramil D. Manucedoc
Gilbert M. Borja	Maureene A. Ibe



5 Years Service Awardees

Rose Agnes B. Mendoza	Maricel P. Figueroa
Leandell C. Garcia	Madelaine H. Maliksi
Jeffrey S. Mirasol	Elizabeth D. Olaso
Salvador M. San Jose	Jennifer J. Salasbar
Francis B. Ramirez	Annalyn E. Ramirez
Marlon P. Fiel	Antonio I. Jopson
Noel B. Dabi Jr.	Michael B. Genova
Arnold L. Villanueva	Jeffren S. Gregorio
Dominick S. Bertulfo	Jeprey D. Blas
Princess Joy D. Borlongan	Allan B. Alcairo
Lorna M. De Leon	Rodel L. Mercado

Gearing Up for Growth: The SLI Way

by Jacob Peña Jr.

Orientation of a business enterprise is of paramount importance (Value) especially at Sydenham Laboratories, Inc. (SLI).

SLI was established to make a gain from something important that will eventually result to financial profit in producing & selling its products. This business process is governed by economics, thus always subjected to supply/demand by relevant variables or constants. These are consumers, industry trends, government regulatory actions, natural calamities, vicissitudes of time and the likes. These must be handled by SLI capabilities so as to manage her product & market development, production, distribution, promotions of the use and consumption of her goods and services. A business enterprise like SLI is always subjected to resource limits. Managing such resources becomes an important task at SLI.

Our SLI organization has defined our Vision-Mission and its accompanying principles called VALUES.

These will guide our day to day plans & actions in the company. These MVV (mission, vision, values) support, connect and blend with one another starting with the Vision: "SLI to be a world-class healthcare product provider and

globally competitive successful enterprise business" with Mission towards SLI stakeholders namely: Customers, Investors, Employees & Community to be better & better in their performance of the mandates.

With these in mind, there were seven (7) values identified to guide us in our day to day business transactions, three (3) values of endearment for our stakeholders and four (4) values of endpoint goals of our business, all to make SLI continuously successful for the long haul.



One of these Values is 'Growth Orientation'. As previously mentioned, a business enterprise is established to achieve gainful achievement and financial profit of its objectives. As an organization, GROWTH is essential to SLI. This growth, to be successful needs financial funding continuously. Growth at SLI means 1) There is continued growth in sales of its products and services that customers buy or use over time, 2) This will lead to a bigger and bigger organization, more opportunities (jobs) for all of us to be involved in with SLI, 3) growing financial revenues and profit will mean more funding available for capital expenditures/ investments, development of new product/services, money for day to day operating expenses and so on. All of these will protect our corporate investors, those who had confidence in us by putting their lifetime earnings and savings in us, SLI on the other hand has a responsibility to be the guardian of this trust to make sure it is preserved and grows.

In this regards, emphasizing "Growth Orientation" as one of the seven Values at SLI is very important. I hope you and I will own it in our respective area of responsibility. Let us continue to contribute to its betterment day in and day out. This will then collectively contribute to SLI being a 'successful business enterprise'.



President's Corner

by: Michael Francis A. Dela Cruz

We bring 2013 to a close and we move on to 2014 with aspirations. Aspirations for a better life: for us and our families.

For some of us, our Christmas and New Year aspirations will be biased towards wealth. We equate wealth to a better life for the family. Obviously, we can see our source of livelihood, Sydenham, as a major avenue by which we can improve our wealth, thus, the quality of our lives.

To gain more wealth in Sydenham is to contribute significantly in the growth of the organization. We can do so by growing in our own area of responsibility. To be able to

do more of your responsibilities in a faster, better and cheaper manner will enable you to achieve more. Your boss will certainly notice your value to the organization. Conclusively, those who are most valuable to the organization will rapidly gain the most wealth as they assume greater responsibilities within the company.

Hunger for knowledge in how we can do our job better. The internet is a tool available for us to quickly gain focused knowledge relevant to doing our job better. The knowledge we gain and we apply makes us wiser and better. As we employ the knowledge we have gained we will make some mistakes but we will be doing the job better than before. Eventually, our repeated applied knowledge becomes a skill. As we continue to gain knowledge and apply it we gain wisdom. This is growth. This will make us gain wealth in the organization. Enduring growth will come from knowledge. Its application will eventually evolve into wisdom.

In Sydenham, our Growth Oriented Values states:

"We will manage and align our total resources effectively to power our corporate growth objectives."

To be effective, we need knowledge. Go seek data and the facts, it will not lie. It will tell you a story. Interpret, understand and take action, it will not be perfect, but the second time around it will be better. Actively seek knowledge, understand the facts and the data, think how it can best serve you and your organization, then apply it. I am confident that if you take these steps, your wealth aspiration for your family and yourself will be achieved is a matter of time.

Merry Christmas to all and may you achieve all your aspirations in 2014!

newSLInk

EDITORIAL BOARD

Nina Peña - Atienza

Editor-in-Chief

Kenneth Andes

Asst. Editor-in-Chief

Contributors

Michael Francis A. Dela Cruz

Jacob Peña, Jr

Dang Calasang

Kat Alejro

Chito Meneses

Lean Fernandez

Carol Espineli

Jam Paulino

Maila Robles

Marvin Rosales

Layout Artist

newSLInk is a publication of

SYDENHAM Laboratories, Inc.

For comments and suggestions, please contact the Marketing and Corporate Communication Department

Sales & Distribution Office

3F BNM Building, Manila Doctors Village,
Almanza Uno, Las Piñas City

Editor's Note

by: Nina Peña - Atienza



As 2013 comes to a close we look back at the year that has passed so that we can move forward into a better 2014 with more experienced eyes and minds. With each person continually striving to improve oneself, we can grow and achieve new heights not only as an individual but as an organization. Despite all the obstacles we have encountered, let us remember to celebrate this Holy Season and to find hope & inspiration in our Christmas Star --- Our Lord Jesus Christ. May we, our families and our SLI be blessed with a wonderful & successful year ahead!

nina

Preparing a Company for Growth

Contributed by: Chito Meneses

The father of modern organizational management and preeminent business philosopher, Peter Drucker, has been speaking and writing about the importance of organizational culture for more than 60 years. Unfortunately, many U.S. companies ignored Drucker's advice, instead claiming that to remain competitive, they must move the company's manufacturing operations overseas.

A dark side, however, is emerging from the "throw up your hands and give in" overseas business plan.

For example, China's economy is overheating and shortages are beginning to form in property, skilled labor, raw materials, power generation, and other large-scale manufacturing infrastructure demands.

Increasingly, company leaders are seeking ways to make full use of employee talent and align corporate goals with individual activity to profitably grow businesses within the U.S. What many of these leaders are now discovering, is that Drucker's advice has been right on the mark all along.

Growth-Oriented Culture

The savvy business leaders are coming to a realization that simply moving manufacturing overseas may not be the best long-term solution for the company. They are beginning to appreciate that in order to capitalize on today's knowledge based business environment, they must encourage innovation and be able to effectively and efficiently implement innovation. They also are learning that in order to foster and take advantage of innovation, it will likely require a dramatic shift in the company's underlying culture.

It's being given a lot of different titles, but what's common about what business leaders are hoping to create is a growth oriented business culture that includes:

- Leadership, Teamwork, and Communications
- Profit

- Innovation
- Automation
- Implementation Excellence

Infusing a growth-oriented culture within a company requires more than simply declaring it; it takes a lot of planning and a concentrated effort commencing at the boardroom.

But be clear about one thing, a key element of a growth-oriented culture is an unwavering focus to grow profits along with everything else, something every shareholder wants to hear.



Planning for growth requires establishing trust among all departments and employees that everyone will deliver on what's needed.

It means taking a risk and committing to results that you know you can't achieve without help. It means that maximizing growth requires that engineering, manufacturing, distribution, marketing, and sales perform as a team.

But that is the very climate many companies are unable to create and sustain. While many organizations are great at managing functional activities and controlling costs, they do not inspire great teamwork across functional lines.

Does that mean most companies are doomed or shouldn't even try? Not at all. It merely serves to remind us that developing a company-wide, growth-oriented culture requires fostering a culture that encourages acceptance of change and focuses on competition.

Standardized Processes

Companies have employed benchmarking, just-in-time management, total quality management, quality circles, ISO certification, Six Sigma, lean enterprise/manufacturing, or any of the 30-odd day programs that have caught the gaze of the business world over the past three decades. Each has delivered some success, but none has proven to be a universal cure-all.

What is working is a melding of multiple programs into a solution that becomes greater than the sum of its parts.

Among the teachings of lean manufacturing is that processes must be standardized and waste must be banished.

Among Six-Sigma's teaching is that data must be collected, plotted, and analyzed; changes made to the process; and these techniques repeated over-and-over until the desired level of quality is achieved.

Individually, lean manufacturing and Six Sigma have shortcomings. Lean manufacturing insists that processes be standardized; yet a standardized process doesn't ensure you're producing the highest quality product. It does however, produce repeatable results and validates that the process is in-control.

Continued on Page 05



5 Diet Resolutions for New Year

Are you making bold resolutions on January 1 to "eat right" -- whatever that means? Stop trying to overhaul your entire diet in a day! Resolve to think small and you can reach any diet goal -- one focused step at a time. Why not start with these simple tips?

New Year's Diet Resolution No. 1: Go Slow

Resolving to get more fiber in your diet this year? Maybe more fish or fresh fruit? Any diet change is easier if you take slow, small steps. For example:

1. Vow to add a piece of produce to your brown bag lunch daily.
2. Designate a day as fish day.
3. Package up a single serving of your favorite whole-grain cereal, then treat it as your midmorning snack.

New Year's Diet Resolution No 2: Water, Water, Everywhere

Water: It's cheap, fat-free, and gives your body a quenching boost. Find the idea of eight cups a day daunting? Think small:

1. Drink one glass first thing in the morning, before you brush your teeth.
2. Tempted by more soda? Another glass of wine? Drink a cup of water with a splash of your favorite beverage in it first.
3. Resolve to drink one more cup of water today than you had yesterday.

Health on Reach

by Lean Fernandez, RN

New Year's Diet Resolution No. 3: Go for the Gold ... and Red ... and Purple

Colorful produce is packed with disease-fighting plant compounds, so when you shop, reach for a rainbow.

1. Designate a color-a-day. Maybe Mondays are yellow, with grapefruit, golden apples, or corn starring in meals, while Tuesdays are purple with plum and eggplant.
2. Get the kids involved and go for a theme: Build a green pizza with emerald bell peppers and artichokes, or a red produce-infused chili.
3. Vary the rainbow -- pick up a new-to-you fruit or veggie the next time you shop.

New Year's Diet Resolution No 4: Tackle Mindless Munching

You're chatting with friends around the dinner table or watching a DVD -- and you just keep nibbling. Try these tips to reign in the munchies:

1. Pop a stick of gum or a sugar-free mint in your mouth.
2. Brush or floss your teeth.
3. Pay attention -- look at each piece of food you plan to eat.
4. Busy your hands with a glass of water, a cup of tea, or cleaning off the table.

New Year's Diet Resolution No 5: Stack the Odds in Your Favor

Don't forget to help yourself succeed, and to reach out for help when you need it.

1. Buddy up with a friend or family member with diet and weight loss resolutions. Then share your ideas, plans, and successes regularly.

2. Leave the temptations -- ice cream, chips, soda -- at the grocery store. Promise yourself you'll cater to cravings only outside the home, in one-serving portions.
3. Socialize with non-food events. Get your friends together in the park, for a hike, or at the movies.

Bonus New Year's Diet Resolution: Baby Your Body

Prevention: It's a lot less daunting than treating a chronic condition, so do the little things that keep your body thriving.

1. Get moving 30 minutes a day most days. Go for a walk, give the car a good scrub, take a hike. Whatever gets the blood pumping qualifies!
2. Get those tests you know you need. Cholesterol checks, prostate exams, pap smears -- stay ahead of the game by staying healthy.
3. Get all the snooze-time you need. Sleep helps body and soul recharge, stay healthy, and cope with stress. Take enough steps and you'll reach any goal. Resolve to make a few small diet resolutions this year and then just watch how far you'll go!



Source: Wendy Fries, WebMD



Training Updates

by: Jam Paulino

We THINKING ENVIRONMENT @SLI

Two sessions of "We Thinking" were successfully completed in the last quarter of 2013 by the Managers and Assistant Managers of SLI, SPI and SLIKChem. Held at The Orchard Golf and Country Club at Dasmariñas City Cavite last October 11, 2013, the session focused more on "Working Through Conflicts" and worked on different case studies. The 3rd session was held at Ayala Alabang Country Club last November 22, 2013 focusing on Stakeholder Management that we need to incorporate in our system. This will provide us a framework & tool to improve the quality of managing the stakeholders - aids in thinking as to how we can work better with stakeholders for better business result.



FMA Team bags SLI 2013 Basketball Champ



SLI FMA Team was named 2013 Basketball Champion on the recently held SLI Sportsfest last October 5, 2013 at the Kingsland Covered Court, Dasmariñas City, Cavite. FMA Team members are: Briann Loyola, Jeffrey Mirasol, Ben Dolor, Rudy Genoveza, JC de Castro, Benedict Berse, Jenno Batino, JP Costa , Nelson Beltran, MJ Mendoza, Volter Varona ,Darius Jocson with their team coach, Mr. Romy Anastacio.

SLI Trick or Treat

Employees and their kids were treated to a Halloween Trick or Treat celebration at the SLI Dasmariñas Office last October 31, 2013. Clad in their character/anime/cartoon costumes, employees and their kids had so much fun dressing up as their favourite character while kids munch on the sweet treats and snacks provided by the HR Department.

Mr. Ronald Cereza of Facilities won the best in costume for his "Incredible Hulk" look. Cathy Acedo of Business Planning was "Wonder Woman" and CJ Sotong of Technology for his "Super Mario" attire won 2nd and 3rd place respectively. Anika, daughter of Kathy Alegro of Quality won the best in costume for the kids category for her "Cleopatra" attire.



a in SPI pers

re
re
re

SPI Event Milestones for 2013

by Maila Robles

2013 has been a productive and fruitful year for SPI with the different activities and tie-up built to strengthen the goal of the organization in bringing good health for life. Q1 started with a Generika Blitz Campaign, making SPI products known and fast moving on the shelves of different Generika Branches.

SPI also introduced new products: Sybroxol (ambroxol) 30mg tablet, Sydenkast (monteukast sodium) 10mg tablet and Sydenase (sodium chloride) 0.65% Saline Solution – Nasal Drops for its respiratory line. Syfalexin (cefalexin monohydrate) 500mg capsule an antibiotic for the treatment of susceptible infections including those of respiratory and urinary tracts and of the skin and soft tissues was also released.

A partnership has been inked by SPI together with Drugstores Association of the Philippines (DSAP)- Cavite Chapter President, Mr. Anthony Ambulo in opening doors for more clients and partners to market SPI products last Q2. SPI also awarded product champions for Syclovir and Synazin to its outstanding medical representatives who went beyond their required target.

Last August marked the 1st product inclusion of Syclovir 800 mg and Sylergy 5mg/5ml in San Lazaro Hospital, a government training hospital subsidized by the Department of Health. SPI has also launched its 1st promo activity at K2 Drug for Syclopid dubbed as Syclopid 7+7 Loyalty Program. Mercury Drug has also opened its doors for Syclovir (acyclovir), Synazin (cinnarizine)

and Feel Good Lactium (food supplement) to offer for their customers.

Q42013 started the airing of SPI's first radio advertisement for Feel Good LACTIUM at trapik.com with stations, DWA Wave 89.1, DWLL Mellow 94.7, DWMT Magic 89.9, DWJM 88.3 and DWLS LS 97.1, which will run until March 2014. It is also in this quarter that we have forged a partnership with the re-launching of DWDD, which marks our first billboard ad placement along Camp Aguinaldo, EDSA that will be displayed until March of 2014.

Way to go SPI!



Preparing a Company for Growth

Continuation from Page 03

Once a process is in-control, Six Sigma techniques become highly effective in identifying the changes necessary to improve the process.

It's this combining of techniques that permits numbers, not emotions, to do the talking. When emotions are removed, a culture of teamwork, acceptance, and profitable innovation begins to emerge.

A Wise Use of Six Sigma

Six-Sigma has been around for years and company leaders tout much of their company's success to it.

Still, many business leaders fail to recognize that you don't "plug" Six Sigma into a company; it must be integrated into an organization from top-to-bottom and side-to-side.

Within a growth-oriented culture, Six Sigma provides employees a sense of urgency with an emphasis on collecting, analyzing, and quantifying downtime and waste stream numbers as well as the tools to compare opposite sets of numbers (e.g., production quality versus customer complaints).

The benefit of comparing information opposites is it helps avoid the pitfall of improving one metric at the expense of a different metric. For example, increasing a product's dryness may improve the product's quality, but it also consumes more fuel.

The analysis must determine if the improved quality reduces customer complaints sufficiently to offset the added fuel costs. Because profit is a key element in a company's growth-oriented culture, it helps anchor the Six Sigma process to ensure everything is considered and included when analyzing potential improvements.

Automation's Role

Separately, much information is available about the individual elements that create a growth-oriented business culture with

one exception—the role of automation.

Within the manufacturing unit of a growth-oriented business culture, automation provides the platform on which innovation is most often implemented.

Features, benefits, and capabilities provided by today's digital automation systems are closing the gap between what's provided by automation systems and information technology (IT) departments. For example, today's automation systems provide robust and easy to use data collection tools with the ability to massage data, change analysis formats, and assist process engineers understand realtime process dynamics.

Additionally, today's automation systems include innovative solution alternatives previously only available in expensive, difficult to engineer advanced control applications.

One example is the ease with which Emerson's DeltaV digital automation system helped eliminate temperature overshoot in a multi-zone carpet-drying oven.

Changing carpet styles often requires large changes to the carpet drying oven temperature controllers, sometimes up to 100 degrees Fahrenheit.

Traditionally, temperature control was achieved using proportional integral derivative (PID) control loops. During a carpet style change, the first zone of the oven frequently experiences significant temperature overshoot that requires slowing the oven's production rate for 10 minutes or more.

Because DeltaV includes autotuning fuzzy logic control as part of its standard function block library, it was easy and cost effective to reconfigure and apply the fuzzy logic temperature control solution. And, because DeltaV supports online changes, the new controls were implemented without interrupting production.

With the new controls implemented, a carpet style change requiring an 80 degree Fahrenheit temperature rise was introduced.

Zone One's temperature accelerated toward the new target, as it neared the target temperature, the new control strategy rapidly cut back Zone One's fuel flow, causing the temperature to achieve the new target without overshooting.

This resulted in remarkable improvements in product quality and production throughput.

Shaw Industries Group encourages employee innovation when it says, "If you are doing things the same way today you did two years ago, you're probably doing it wrong." The role of automation is to provide the platform on which today's innovative idea can become reality.

Taking it to the bank

Theories are interesting, but at the end of the day business leaders demand quantified results. Consider these:

- \$18,000 per month in reduced product waste.
- Twenty percent higher production capacity.
- Thirty-eight percent reduced product variability.
- \$50,000 per month reduced outsourcing costs.
- Twenty percent reduced product cost per square yard.
- Four month payback on capital expenditure.

The difference between companies that are always a step or two behind their competition and those that are getting better each and every day is the presence of a growth-oriented business culture. Those are the companies that are already reaping the benefits of preparing their companies to grow.

Source: Mr. Francisco Campa, February 2005 issue of Start Magazine www.startmag.com

Sales and Marketing Department Visits DSWD Bahay Tuluyan

by Carol Espineli

SLI Sales and Marketing Department together with Business Planning Department visited DSWD Bahay Tuluyan ng mga Bata (Home for Girls) last December 17, 2013 in Dasmarinas, Cavite. Bahay Tuluyan gives shelter and assistance to young girls ages 4-17 years old who suffered physical and sexual abuse and children abandoned by their families.

The Sales and Marketing Team collected donations from generous SLI employees to buy useful items for the girls' daily needs such as toiletries and clothes. A small program and parlor games was organized by the team to entertain and bring joy to the children while snacks are being served. The girls of Bahay Tuluyan also presented a song and dance number to show their appreciation to those who visited them.

The generosity of the SLI employees in sharing their blessings made this activity a success. Surely, the kids of DSWD Bahay Tuluyan ng mga Bata have more reasons to be happy this Christmas.



No Help is Too Small to Lend a Helping Hand

by Kat Allegro

Just days after the Typhoon Yolanda (international name: Haiyan) had dissipated over the Visayas Region of the Philippines, the SLI Quality Department (QD) led by Ms. Reah Jayson organized a project of what could be done to immediately provide relief efforts for the families affected. Cash donations and old clothes were gathered by QD personnel supported by other departments such as HR, Technology and Materials. Part of the cash donations were converted to ready-to-eat products, noodles, instant coffee, milk, biscuits, hygienic kits and other supplies. Gathered relief goods were packed and donated through the coordination with Marketing & Corporate Communications & Sydenham Pharmaceuticals Inc. HRD has also organized a fund drive called SLI Donation Match Program, in which donations of the employees will be matched

by the management to further support the relief efforts.

Everyone in the organization can work together, we can continue to help the vulnerable children and families who need it most. We thought there would be no end to it, but sending our fellow Filipinos even a little help from our own ways will make a difference. Every contribution will make a big difference in the lives of the people affected. It already seems like the clouds are lifting and stories of hope will start to emerge. And I think that's going to make us successful in the longer run.

"We're not that big, but in our own little way, we wanted to help."



SLI Celebrates Pasko Sa Pusong Pinoy

Christmas in the Philippines is one of longest events celebrated that usually begins as early as the arrival of the "BER" months. Filipinos all over the country spend this season with enormously rich yuletide traditions of merry making, gift-giving and family bonding. Highlighting this value, SLI celebrated its Christmas Party last December 13, 2013 with its theme SYDENHAM ALL STARS: Pasko sa Pusong Pinoy, to showcase the talents of its employees through performances that depicts the Filipino way of celebrating the Christmas season. The event was hosted by Andrew Villavert (SPI) and CJ Sotong (SLI) with performances from Production, SPI and MCC, Quality and TD, Pharma Sales and Business Planning and Finance in reliving how Filipinos celebrate Christmas. Quality and Technology Group won 1st Prize, Finance ranked 2nd and Pharma Sales and Business Planning as 3rd prize winners for their outstanding performances. Special prizes were drawn and raffled off also for the employees which made the event more exciting.



Congratulations!

SYDENHAM Laboratories, Inc. OPERATOR OF THE MONTH



Melchor Dologan
September 2013



**Jenno Mark
Batino**
October 2013



Melvin Garra
November 2013