



newSLInk

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SLI Brings Hope to Yolanda Survivors

The collective effort of Sydenham Laboratories and its employees during the SLI Donation Match Program, paved the way to a brighter future for the Yolanda survivors in Visayas region. SLI recently turned over the "bancas" to its recipients through the assistance of Kaisa sa Kaunlaran Foundation "Bangkahan Project" and Rotary Club of Mandaluyong in providing rehabilitation to provide bancas for the fisher folks whose livelihood was severely affected by super typhoon Yolanda.

Three (3) boats were donated to the chosen recipients in a fishing village in Ajuy, Iloilo to help them get back on their feet and finally be able to return and rebuild their lives again minimizing their dependence on relief goods and temporary aid. As the old Chinese proverb says, "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime".

While thousands of boats will still be needed, lets rally together to restore their dignity in having their own source of livelihood, one boat at a time.

Sydenham Welcomes Regularized Employees

Congratulations to the following employees:

Cuevas, Jayson	SPI	Medical Representative	Dela Cruz, Ma. Jonalyn	Production	Production Inspector
De Leon, Ailen Grace	SPI	Medical Representative	Geronimo, Jensen	Production	Production Inspector
Estoria, Pompey	SPI	Medical Representative	Jariel, John Albert	Quality	Quality Control Analyst
Leosala, Jose Abesael	Facilities	Facilities Technician	Javier, Jerome	Production	Production Operator
Paguinto, Oliner	Materials	Graphic Artist	Pedron, Ronalee	Technology	Product Development Officer
Pagcaliwagan, Laarni	Technology	Product Intro Officer	Barce, Infini Faye	SPI	Product Manager
Tumamao, Krisel	Quality	Regulatory Officer	Dimaano, Arly Boy	Production	Production Operator
Ador, Grace	Production	Production Inspector	Paglibuan, Jayson	Production	Production Operator
Costa, Jonathan	Production	Production Operator	Vipinosa, Jeffrey	Production	Production Operator

(as of December 20 –March 25, 2014)

Management by Discovery: Revising Goals Through Insight

Contributed by: Chito Meneses

The standard game plan is to rely on some version of management by objectives: define the desired end state, then work backwards to identify the necessary tasks, work out the schedule for each task, assign responsibilities to the team members, and get started.

If only the world was so cooperative. Unexpected events can throw the most carefully defined plan into confusion. Skilled managers have to be able to adapt and perform trade-offs between different goals and constraints.

And then there is the challenge of wicked problems:

goals and objectives that cannot be carefully defined in advance. Problems for which there is no "right" answer. Fixing the healthcare system is an example of a wicked problem because different stakeholders have competing needs and would argue about the merits and drawbacks of any proposed solution.

Wicked problems can arise because not enough is known at the outset to specify all features of the goal, because there is no optimal solution, different stakeholder communities, or because a rapidly changing context is likely to render the original goals irrelevant.

Lower-level managers are usually given straightforward projects with clearly defined goals, but as they move to positions of greater authority, they are more likely to wrestle with such problems. Unfortunately, their previous success in tenaciously pursuing the initial goals may now get in their way because wicked problems demand that we revise, not our plans and tasks, but the goals themselves. Research has shown that most mid-level managers cling to their original goals even after it is clear that they are obsolete.

Continued on Page 02

Continuation from Page 01

Here is where management by discovery comes into play. If the project or programme is sufficiently important, the managers will have to start work even with goals that are vague. They are more likely to achieve an acceptable outcome if they can modify the goals along the way, making discoveries rather than rigidly clinging to the initial objectives. The concept of management by discovery is that adaptive leaders and managers try to learn more about the goals even as they are pursuing them. Wicked problems won't clarify themselves. The only way to make progress is to gain insights about the goals by struggling, learning and adapting.



Insights Come in Three Flavours

Some insights arise by seeing connections, like Darwin reading the work of Malthus on population pressures and realising that survival of the fittest might be a driving force for evolutionary change. Other in-

sights arise from spotting contradictions. For example, in 2003-2006 a few Wall Street investors spotted the contradiction that housing prices in the US could not increase forever, but the market bubble would pop if housing prices merely levelled off; these investors were able to make billions during the economic collapse of 2007-2008.

The third pathway involves creative desperation – finding a flawed assumption that needs to be discarded. In this way, Lou Gerstner managed to turn IBM around by shifting its emphasis to providing services and integration, rather than its original mission of selling business machines.

In business, more than one of these pathways may come into play. For instance, in the late 1940s and early 1950s the Xerox corporation developed the technology for making paper copies that didn't involve messy chemicals. The Xerox business plan was to license the technology to a larger firm with capability to manufacture and maintain complex devices. But none of the major companies were interested because Xerox machines were much larger and expensive than existing devices such as mimeograph machines. The original plan wasn't going to work (a contradiction insight). Xerox considered selling or leasing its machines on its own, but worried that the costs were too high. Things looked bleak until sales representative came back with a new piece of information (a connection insight) that trial customers were making more cop-

ies per month than they expected or appreciated. That observation led the Xerox staff to consider a different business model: making money from the copies, not from the machines (a creative desperation insight of abandoning a flawed assumption).

Xerox switched course, stopped trying to sell it machines, and offered very inexpensive leasing rates. Customers only had to pay a nickel a copy, which seemed so reasonable. The average Xerox 914 copier (which cost less than \$2,500 to manufacture) was soon making over 10,000 copies/month. And Xerox Corporation was on its way to success.

If the premise of management by discovery makes conventional managers uncomfortable, they should consider the software industry. After many years of cost overruns and rejected products, software firms pioneered techniques for rapid review and revision cycles to accommodate the discovery process. But other industries can't seem to break free from the traditional planning mindset. They rely on practices such as tying payments to the initial schedule and conducting progress reviews to measure cost and expenditures as specified in the original plan. These practices fit well-ordered tasks, but they become barriers to the insights and discoveries needed when facing wicked problems.

Reference:

Gary Klein, Ph.D., is author of 'Seeing What Others Don't: The Remarkable Ways We Gain Insights'.

uct at 5+1 promo. Good Health for Life Coupons are given to selected doctors within the vicinity of the 2 areas mentioned and some are also given to the branch concerned for walk in customers that needs a generic equivalent.



SPI Launches SYFACLOR and PARAFEN

by: Maila Robles

The new year started with a positive growth for SPI, increasing our offering with 2 new product introduction for Q1 which are Syfacylor and Parafen. Q1 2014 also started the availability of SPI Products in Pure Pharmacy (drugstore outlet of Puregold).

Syfacylor is bactericidal and has antimicrobial activity similar to that of cephalexin but is reported to be more active against Gram-negative bacteria which in-

clude Escherichia coli, Klebsiella pneumonia, Neisseria gonorrhoea, and Proteus mirabilis and especially against Haemophilus influenza. The drug is also active against some beta-lactamase-producing strains of H. influenza. Syfacylor is for the treatment of respiratory tract infections, mild to moderate skin and soft tissue infections, otitis media; H. pylori eradication.

Parafen is a cyclo-oxygenase that play an important role in the biosynthesis of prostaglandins, which is associated with anti-inflammatory activity which is used for the relief of mild to moderate pain and inflammation in dysmenorrhea, headache, post-operative pain, dental pain, musculoskeletal and joint disorders as well as reduction of fever. Being an OTC product, Parafen can easily switch the usual fever/pain reliever that is usually used.

Q1 2014 also started the availability of SPI products in Pure Pharmacy Las Pinas and Valenzuela. Starting it off with "Good Health for Life", a patient privilege program where customers can avail of any SPI prod-

"Sakit sa balat" is another common summer disease in areas where water becomes scarce so that daily bathing is compromised. Inmates in crowded prisons can easily spread infections from boils.

Skin diseases abound when one swims in dirty water or unmaintained public swimming pools. Remember to take a bath before and after plunging into the pool and please do not urinate in the pool. However, the real danger in swimming is drowning. Children should not be left alone in the pool or beach.

"Sakmal ng aso" can lead to rabies if wounds are not washed and cared for. Make sure dogs are vaccinated against rabies. If you sustain dog bites, visit the animal bite center to get rabies vaccination.

Indeed, summer is fun and can be disease-free.

Reference:

<http://news.pia.gov.ph/index.php?article=2131394433301#sthash.Nbc6VRCp.dpuf>

Summer is fun and can be disease-free!

Contributed by: Mary Grace Ladra, RN

This summer, millions of Filipinos will again travel far and wide seeking fun and entertainment. Many will explore beautiful sights and experience adventure and exploits, often times unmindful of the dangers that lurk behind. The Department of Health (DOH) reminds everyone that making your summer escapades danger-proof is possible.

The DOH issued a warning on 6 common summer diseases or conditions (6S) that can adversely affect one's health. These are Sore eyes, Sunburn, Sipon at ubo, Suka at tae, Sakit sa balat and Sakmal ng aso.

Sore eyes or conjunctivitis, when mistreated, can lead to blindness. More than just eye irritation, it can easily be due to harmful bacteria or viruses that easily spread to other people. Hand washing can limit its spread. Health experts advise not to use eye drops without consulting a doctor.

Sunburn can be prevented if you time your outdoor activities. Outdoor activities must be done in the early morning or late afternoon. Avoid the sun between 10am-

2pm. Hide in the shade or seek cool places to prevent ill-effects of too much sun exposure.

Use sunscreen appropriately like choosing a product that retards against both UVA and UVB rays, with at least an SPF30, applying them 30 minutes before actual sun exposure and not sparingly at best, and also reapplying if exposure will be extended and not sparing the ears and nape areas nor the feet.

Avoid heat stroke by drinking 8-12 glasses of water a day. Remember not to stay under the sun too long. Holy week penitents can also benefit from these tips.

"Sipon at ubo" easily spreads even during the summer months as erratic weather bring sudden downpour from time to time. Senior citizens are advised to get vaccinated against influenza before the flu season begins in June.

"Suka at tae" follows consumption of contaminated food or drinks. This summer, be cautious of street foods and even with those prepared for out-of-town trips. Remember that food spoils easily during hot summer months. Always have oral rehydration salt solution at hand just in case you get bad diarrhea.

Looking for a new work-out? Laundry

Contributed by: Ilene Ibañez



It's that special time (summer) when so many of us vow to get in shape and commit to a workout routine. But did you know that your daily workout is another lifestyle area where you can make earth-friendly changes? There are countless eco-savvy ways to get in your daily dose of physical fitness. This is no one's favorite chore, but there's no reason to add injury to insult by polluting in the process. Here is the tip for energizing your exercise with a green and clean boost: Laundry!!

- Take it inside whenever you can.** Instead of increasing your energy consumption via home and gym, take advantage of collecting and sorting laundry in every room. One big advantage to the great indoors - it's 100% free and always interesting!
- Inspire a green makeover.** Consider encouraging yourself to some eco-friendly upgrades. Make sure



you got an energy efficient machines and biodegradable laundry detergents with a water conserving formula.

- Get creative with your workout routine.** It's not always easy to find extra time, but you can try reducing energy by simply spinning dry clean laundries and hanging them up to sunlight. It reduces the need of ironing, only fabrics that are necessary to.
- Get sufficient.** The most-efficient washing gets you more sufficient time for doing dishes, dusting, sweeping, and gardening can be great activities for burning off a greasy business lunch. So Lets get ready for summer, Shape up!!! Do your Laundry.

Reference:
www.earthshare.org

Science vs Myth

Contributed by: Christian Jed Sotong

From the eight glasses of water a day to warnings about staying in from the cold when sick, some medical myths endure no matter how many times they've been disproved. Here are 10.

The reality: A cold is caused by a viral infection of the respiratory system. Viruses don't magically appear in your body because you went out to the store to buy something without a sweater. Studies have shown we may feel more cold symptoms real or imaginary when we are chilled, but the temperature does not make us more susceptible to viruses. And if you are already sick, there is no reason you can't go out into cold weather.

4. The myth: *Antibiotics can cure you from colds.*
The reality: Antibiotics are amazing drugs that help your body kill the bacteria – but not viruses. Furthermore, you can't exactly "kill" a virus at all, since a virus is not really alive to begin with. When a disgusting flu or cold sets in, we all wish we could take a tablet to rid it off. Unfortunately, antibiotics cannot kill viruses that cause common colds, and in some cases, taking antibiotics for a viral infection could make the problem worse.

5. Myth: *Sugar makes kids hyperactive.*
The reality: A lot of parents believe this, but the truth is it is entirely in their heads. One study showed that when a group of kids were given a juice drink sweetened with aspartame, the parents, not knowing that it was sugar-free, reported that their kids were uncontrollable and hyperactive. But a sensor on the kids' wrists, that measured activity level, said the kids were actually acting subdued.

6. Myth: *Chewing gum stays in your stomach for 7 years.*
The reality: While it is true that many of the ingredients in gum, such as elastomers, resins and waxes, are indigestible, that does not mean they hang out in our guts for a subset of eternity. Plenty of what we eat even things we are recommended to eat, such as fiber is indigestible. But the digestive system is a robust piece of organic machinery, and anything it can't absorb, it moves along. Despite the stickiness and strange consistency of gum, it passes right through your digestive tract and into the toilet.

7. Myth: *You should drink at least 8 glasses of water a day.*
The reality: Humans do not walk around in a dehydrated state, adding water in our bodies is very good at regulating our fluid levels. The eight-glasses-a-day myth likely started in 1945 when the Food and Nu-

trition Board of the National Research Council said adults should take in about 2.5 liters of water a day (equivalent to about eight glasses). While most media outlets reported just that, the council actually went on to explain that most of the 2.5 liters comes from food. The recommendation should be amended to: *Drink, or eat, about eight glasses of fluid a day.*

Reference:
<http://www.livescience.com/36100-10-medical-myths.html>



1. The myth: *Food that you drop on the floor is OK to eat if you pick it up within five seconds (a.k.a. the "Five Second Rule").*

The reality is that, germs are on the floor, and if food lands on the germs, they would stick to the food immediately. This is especially true in the kitchen where different food-borne microorganisms like salmonella, thrive.

2. The myth: *Brain cells do not regenerate.*

The reality: Scientists thought for a long time that the complex organization of brain cells would be disrupted by new cell growth, and this has been the reason why this myth has stayed. In 1998, however, scientists in Sweden and at the Salk Institute in La Jolla, Calif., discovered that brain cells can regenerate. The learning and memory center of the brain can create new cells. To add, Steve Stice, a University of Georgia stem cell researcher, discovered a process to create human embryonic stem cells that can transform into brain cells.

3. The myth: *Going out in cold weather causes you to catch cold.*



SYDENHAM Laboratories, Inc. OPERATOR OF THE MONTH



Dadivas, Michelle
December 2013



Manguiat, Maria
January 2014



Jocson, Darius
February 2014



Training Updates

by: Jam Paulino



UST Junior Pharmacists' Association – Gamma Chapter Visits SLI

The UST Junior Pharmacist Association – Gamma Chapter headed by Ms. Gina Castro visited the SLI Plant last Feb 20, 2014 for their “10th Junior’s Laboratory Tour: The Annual Manufacturing Pharmacy Laboratory Tour”. Fifty UST Pharmacy students toured the plant to be familiarized with the basic operations of a drug manufacturing company and develop appreciation of the vital role of a pharmacist within the manufacturing organization.



Informative Talk on Blood and Pediatrics

An informative talk about blood and pediatrics was held at the Sydenham Laboratories last March 12, 2014 attended by SLI and SPI employees. The talk was presented by Drs. Ryan and Britt Peña, both practicing physicians in Massachusetts. Dr. Britt Peña, a medical graduate of Tufts University in Boston and currently a practicing pediatrician at Massachusetts, discussed “Common Pediat-

ric Drugs and their Issues”. On the other hand, “Blood as a Drug” was discussed by Dr. Ryan Peña, who has a Master’s Degree from Northeastern University in Boston and a MD/PhD from Baylor College of Medicine in Houston. Dr. Peña is currently a Director at Beth Israel Deaconess Medical Center handling the Laboratory and Transfusion Medicine Division in Boston.

HR UPDATES

SSS Salary Loan can now be applied online!

Good news! You can now apply for your SSS Salary Loan online without the hassle. Forget about filling up forms and waiting in line at the SSS office just to apply for a salary loan. Applying online makes the process faster and better. To start applying for an SSS Salary loan online, you need to register at the SSS website and follow these steps:

- SIGN UP.** Go to www.sss.gov.ph and click REGISTER NOW.
- LOG IN.** After signing up, go back to the Home Page and Login.
- SELECT TRANSACTION.** Roll your mouse and SELECT SALARY LOAN APPLICATION
- SET YOUR LOAN AMOUNT.** When you are ready to apply just tick the box beside “I Agree to the terms and conditions then click PROCEED
- VIEW DISCLOSURE AND SUBMIT.** View the DISCLOSURE STATEMENT ON LOAN/CREDIT TRANSACTION, save or print it then click SUBMIT.

That's it! SSS will notify your employer regarding your loan application.

Employer approval is needed.

Processing of salary loan normally takes 2-3 weeks from the date of submission up to the release of the check. For more information on SSS Salary Loan application, you may contact the HR Department or the SSS Hotline at +632 920-6401 / +632 920-6446 to 55.

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