



SLI Celebrates 12th Customer's Day

Getting ahead of the game changing trends in the pharmaceutical industry serves as a challenge for each business to thrive from where and how they compete and to what capabilities they will need utilizing intelligence as a tactic in achieving their targets.

Having this in mind, Sydenham Laboratories, Inc. recently held its 11th Customer's Day dubbed as, "The Changing Game: Intelligence for Tactics" last April 24, 2014 at The Bellevue Manila to equip its customers the necessary information that would help them grow their business. Mr. John A. Peña, SLI General Manager presented SLI's commitment to competitiveness by providing an update on the company's current capabilities and offerings.

Hosted by Mr. Jun De Jesus, SLI Sales Manager and Ms. Marie Paz Regina P. Atienza, SLI Marketing and Corporate Communications Manager ushered the attendees in a day of learning and camaraderie. Mr. Chito Meneses, SLI Sales & Marketing Manager discussed The Latest Game in Town – by SLI, Trending Preference of Decision Makers wherein the results of the survey conducted by SLI has been presented and how the preferences of patients, doctors and pharmacy assistants has played a vital role in patients buying habits and adherence to the doctor's prescription.

Mr. Jacob Peña, SLI Vice Chairman and CEO also presented "Being Ahead of the Game's Inflection Point, while invited guest speaker from IMS Philippines, Mr. Al Castro discussed the current market situation in the pharmaceutical industry based on the IMS Market Survey that they conducted.

Continued on Page 04



From the Vice-Chairman's Desk

by Jacob Peña Jr.

"Ah, there are the VIPs!!"

The saga starts with identifying Customers as the most important persons in business. We should always make it a point that we gain the ultimate "Customer Satisfaction" all the time.

How can I do this?

- **Customers** are always right and have to be listened to. They defined their needs. They are the Kings in this regard.
- Respond and attend to the **Customer's** needs quickly. If not, they will likely. If not, they will likely look for and find alternative to our products/ services.
- Think, understand and solve **Customer's** problems always. They can get frustrated and grade you with "does not meet" performance. Their memory can be long for negative impressions.

- Most important commitments are to Customers. Why not, if you want our business to be successful?

- Treat Customers with courtesy and respect. And why not? They are "The Kings" in our business.

Remember you are SLI to the Customers. Your ownership to our communication and actions will judge what SLI is all about.

3S : Serve, Sell & Solve.

That is what Customer Oriented values are all about. Remember that SLI has 7 Corporate Values. **CUSTOMER ORIENTATION** is one of those.



President's Corner

by: Michael Francis A. Dela Cruz

Among the seven (7) values that we embrace in Sydenham, being customer oriented is the value that we highlight the most.

Our values of being "Growth Oriented", "Committed to Quality", "Act with Urgency", "Innovativeness in Meeting our Objectives", "Integrity in our Work" and "Fairness to All" are actions directly relate to our embodiment of being customer oriented.

Managing our work with our values in the forefront of our actions will inevitably lead to "customer oriented behavior".

"Customers are our reason for existence. We will ensure that their needs are met responsively".

Customer Oriented: For the Betterment of Our Families

Sustaining our customer oriented organizational culture is not only basic for existence but a critical strategy to be able to excel in the business and career we are in.

In our General Assemblies, we periodically remind ourselves that our customers are our toll manufacturing clients as well as our superiors. We all understand if not for our clients and superiors we have no reason to exist.



"Ensuring the customer needs are met responsively" begins with listening to the customer. Listening to our customer begins with our direct engagement with them. Understand their needs for them to be successful in the market place or

in doing the job that your boss was hired to do. Validate through "open communication" your understanding of what has to be done to satisfy your customers.

Subsequently it is crucial to take urgent action to satisfy your customers' needs. Our failure to take action on their needs leads to lost of credibility and customer confidence. This inevitably will result in a lost customer. Urgent and correctly directed action builds customer confidence, which leads better betterment of our business from our toll customers and our standing the eyes of our superiors.

Being customer oriented comes full circle. When we are customer oriented, we better our customers and consequently our customer will reward us by giving us more business that will enable us to flourish. Our superiors will advance our careers for the betterment of our livelihood and our family's life.

Let us continue to sustain our strategy to excel. Let us continue to practice our value of being customer oriented.

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

Chito Meneses

Mary Grace Ladra, R.N.

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



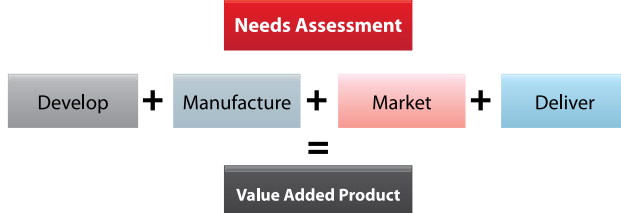
Can you believe that half of 2014 is now over?!? We all know how time flies and in business, every minute, every second counts. It is only fitting that for this mid-year issue of newSLink we focus on the reason for our existence – our CUSTOMER! By focusing on them, we can all think and ponder if we have done all we can to satisfy and delight our customers. Because customer loyalty should be our ultimate goal.

In this issue we feature several customer centered activities – the 12th Customer's Day, the Scientific Lecture on Stress and its Management and the SEIZE support group gathering. We also have a feature on some employee activities, such as our Annual Summer Outing held in Batangas and the 5th Anniversary of SPI where loyalty and performance awards were handed out.

4 Phases of Customer Orientation

Contributed by: Chito Meneses

Customer orientation refers to customer-centric business. This model provides a personalized customer experience that focuses on establishing healthy relationships between service providers and consumers by first identifying a customer's needs.



Customer orientation is of ultimate importance to deliver value added products. There are 4 basic stages for customer orientation.

- 1) **Develop**
 - Development has to be done keeping customer needs into mind.
 - Products should be customer oriented.
 - The development cycle time should be minimal
- 2) **Manufacture**
 - As per the product, the manufacturing should be such that it gives the best products to the customer
 - Quality should not be compromised
 - Manufacturing cycle time should be reduced
- 3) **Market**
 - Identifying and targeting the right customer
 - Processing the demand as early as possible
 - Customization of the products for the market
- 4) **Deliver**
 - Deliver to the target customer
 - Reduce delivery time
 - Value for money products

Thus by these 4 steps, A value added product is delivered.

Source:
Hitesh Bhasin, Marketing Professional & Zachary Fenel, eHow Contributor

SPI SUPPORTS S.E.I.Z.E 1st Official Gathering



S.E.I.Z.E. (Support for Epileptics in Zeroing Episodes) is a support group formed to create awareness on special needs of epileptics and knowledge on how to care and manage epileptic patients. The event has been organized by Ms. Maila Robles, SPI Marketing Manager for its first official gathering held last June 28, 2014 at the Ramen Bar where epileptic patients and their families has been invited for an informative session with invited neurologist, Dr. Perry Noble, Vice Chairman of Neuro Science Department of Makati Medical Medical Center.



DoH warns public of rainy season diseases

The Department of Health (DoH) continues to urge the public to be prepared against common rainy day diseases. During the wet months, there is usually an increase in dengue, influenza, diarrhea and leptospirosis cases over the country.

Preparing for the common rainy day diseases

Dengue

Because of the rains, canals, rain gutters, and other containers outdoors tend to fill up with rain water. When left unclean or stagnant, these become breeding grounds for the Aedes aegypti mosquito that carries the dengue virus. To avoid dengue, clean or destroy all potential breeding grounds for mosquitoes, especially flower vases and canals. Air your home and clean it regularly. Wear pajamas or long sleeved shirts. Also, avoid dark places where mosquitoes tend to rest.

Influenza or flu

According to Health Secretary Francisco T. Duque III, "Influenza is very common during this season because this is the period where the climate changes from hot and humid to cold and rainy, people who get caught in heavy rains can catch the disease." It is passed around through tiny droplets or particles in the air when an infected person coughs or sneezes. To avoid influenza, wash your hands properly and frequently. Avoid close contact with people with flu. Should you catch the virus, take ample rest and drinks lots of fluids. Symptoms may also be addressed with paracetamol, ibuprofen (for fever, headache and joint pains), dextromethorphan (for runny and stuffy nose), guaifenesin, carbocisteine, bromhexine, and ambroxol (for productive cough).

Leptospirosis

Floods happen commonly in our country. Unfortunately, walking through flooded streets with an open wound or broken skin can expose you to leptospirosis. This disease is caused by the bacteria Leptospira that is usually found in the urine of rats and other animals. Left untreated, it can damage the kidney and liver. It may also lead to meningitis, respiratory distress or death. To avoid leptospirosis, refrain from wading or swimming through contaminated water. Or wear rubber boots to prevent contact with skin.

Diarrhea

Water sources may be contaminated by floods—that's why diarrhea cases tend to go up during the rainy season. Drink only filtered water or boil tap water if necessary. Observe environmental sanitation and proper hygiene.

Rennan Cimafranca, epidemiological nurse of the Department of Health in Central Visayas (DOH-7), strongly advises the intake of vitamin supplements to build resistance. He also reminds the public to protect themselves with umbrellas, rain coats and rubber boots.

<http://www.alagangpinoy.com.ph/news-article/id/DoH-warns-public-of-rainy-season-diseases-16>



SYDENHAM Laboratories, Inc. OPERATOR OF THE MONTH



Sherwin Duarte
March 2014



Jennifer Salasbar
April 2014



Rodolfo Genoveza
May 2014



Mary Rose Dela Cruz
June 2014

SLI Celebrates 12th Customer's Day

from Page 01

Another guest speaker who placed a challenge to the attendees is Mr. Bienvenido "Pet" S. Bautista by discussing on how to be the game changer to win and some points to ponder when faced with inflection points. Mr. Bautista is an experienced Pharma and Consumer Executive having 40 years of combined expertise in the field of sales and marketing and the man behind the success of C2 and Promil.

The event wouldn't be complete without the presentation of Customer Satisfaction Survey results presented by Mr. Michael Francis A. Dela Cruz, SLI President and COO in its effort to elevate the quality of service that SLI provide to its customers.



SLI PHARMA Sales & Marketing Team and their customers during the 12th Customer's Day at The Bellevue Manila

SPI and Ingredia conducts Scientific Lecture on Stress and its Management

Last April 3, SPI organized a scientific lecture about stress and its management by bringing in guest speakers, Dr. Marc Delliere, Medical Councilor, Ingredia Nutritional France and Mr. Thierry Foucher, Director, Ingredia Singapore at the F1 Hotel Manila. Hosted by King DJ Logan, the forum was attended by medical consultants, pharmacy assistants and drugstore purchasers. The lecture focused on the symptoms of stress and its effect on our well-being. Dr. Delliere also presented the history, benefits and studies about Feel Good Lactium and how it can help people regulate their body's response to stress triggered by the challenges they face everyday. Participants got the chance to ask questions related to their own practice and how Feel Good Lactium can be prescribed to their patients.



BEATING STRESS the SPI WAY. (L-R) Mr. Michael Francis Dela Cruz, President - SPI, Ms. Marie Paz Regina P. Atenza - SPI General Manager, Dr. Marc Delliere - Medical Councilor- Ingredia Nutritional, Ms. Helen Grace Baisa, Managing Director-Essential and Mr. Jacob Peña, COO - SLI.

a in pers SPI re re re

High Five at SPI!

by Maila Robles

Sydenham Pharmaceuticals, Inc (SPI) recently celebrated its 5th Anniversary with the theme "Gearing Towards Progress and Growth @ 5". The 2 day celebration started with a training on Negotiation Skills and Handling Objections conducted by Isopharma, headed by Mr. Rod C. Victa and Mr. Ramon R. Olivias who discussed importance of proper skills in negotiation and handling objections in dealing with customers.

A mini-sportsfest was also participated by its employees where they relived the traditional games of the Filipinos. Games like tumbang preso, sipa, jackstone, patintero, chinese garter and piko has been played by the 3 Teams (Blue, Purple, Yellow), who also competed for their best group cheer. The Blue Team won in the cheering competition, while the Yellow Team has been declared the over-all winner.

A cook-off competition for the field force, dubbed as "Grilling Towards Progress and Growth @ 5" was held in search for the "Grill Masters" of skills and creativity in coming up with the delectable dish. Yellow team once again won in this contest.

An exclusive dinner and awards night recognizing the efforts and the contributions of its field force followed at the Phoenix Court of Bellevue Manila where the employees clad in their own Chinese inspired outfits amazed each other to get the Star of the Night Award.

SPI proudly awarded its product champions for Q2 – Q4 (2013) as well as the Sales Quarter Buster for Q3 and Q4 (2013). Ms. Marie Paz Regina P. Atienza, SPI General Manager and Mr. Noel Hilao, SPI Sales Manager awarded Ms. Rachele Arjona, SPI Key Accounts Officer, a plaque of recognition for her 5 year loyalty service in the organization.

Mr. Michael Dela Cruz, President of SLI and SPI, Mr. Jacob Peña, SLI COO and Mr. Abe Villacorta, SLI CFO were invited as guests of honor and shared their message of inspiration to further continue growing the business despite the challenges it went through just like the "phoenix" bird who in Greek mythology is reborn after obtaining its life by arising from the ashes of its predecessor.

Continue to strive for the best and reach the goal SPI!



Mr. Rod Victa and Mr. Ramon Olivias of ISOPHARMA with the Training Attendees.

SPI Field Force Grilling Challenge at Ohana Place.

SPI field force eagerly plays the traditional Filipino games like tumbang preso, sipa, jackstone, patintero, chinese garter and piko.



SPI TEAM Gearing Towards Progress and Growth, SPI MANCOM: Mr. Michael A. Dela Cruz, Ms. Nina P. Atienza, Mr. Noel G. Hilao, Ms. Maila S. Robles with the SPI Support Team and Field Force.



STARS of THE NIGHT. Karen Galvador and Wally Abelgas



Training Updates

by: Jam Paulino

Series of external trainings for SLI Technical personnel were attended last May 15, 2014 to ensure compliance of our organization to updates and standards set by the government as well as certifying organizations. Licensing Seminar on AO56 for Drug Manufacturer and Traders and also for Drug Outlets and Establishments; GMP on Premises Equipment and Production; Good Storage and Good Distribution Practices as per DOH AO 2013-0027; Qualified Personnel in Regulatory Affairs (QPIRA) both for Center for Drug Regulations and Research and for the Food Supplement and ISO/IEC 17025 Foundation Course.



ISO/IEC 17025: 2005 FOUNDATION COURSE

Cindy A. Calivara, SLI TRU Supervisor and SLI Laboratory Supervisor with SGS Facilitator, Ms. Rubylene L. Osilla with other participants during the training.

UPCOMING TRAININGS for Q3

- **Organizational Development Training by JAP**
- July to Sept. 2014
- **Training on Basic Excel & Data Manipulation**
- July 2014
- **GMP Training on Equipment and Premises**
- July 2014
- **Good Storage and Good Distribution Practice**
- August 2014
- **Basic Handling of Laboratory Equipment**
- August 2014

HR UPDATES

SLI Partners with DLSUMC for Employee Health Benefit

SLI recently tied-up with De La Salle University Medical Center for a Credit Agreement Accreditation Program to enhance the current medical benefits of its employees. This medical access benefit will provide employees quality health care services with state of the art equipment, including doctor specialist and consultants of the De La Salle University Medical Center. The program will provide fast, convenient and worry-free medical consultations and hospitalization for SLI regular employees.

Another hospital will be accredited to cater employee-residents of Las Piñas, Muntinlupa, Laguna and North Area to be announced in Q3.

SYDENHAM Colors of Summer

by: Jam Paulino

Summer wouldn't be complete in Sydenham without its annual company outing by bringing all of its employees together for a day of fun and relaxation. Last May 3, Sydenham employees visited the scenic La Virginia Resort in Batangas for a splash of water games and activities while enjoying the scenic view of the famous Taal Lake. A pageant for the most colourful summer attire was also held and won by Mary Rose Dela Cruz of Production.

Summer in Sydenham is indeed colourful! Let's see where we will be heading next!



Sydenham Welcomes Regularized Employees

Congratulations to the following employees:

Dimaano, Arly Boy	Production	Production Operator	25-Mar-14
Paglibuan, Jayson	Production	Production Operator	25-Mar-14
Vipinosa, Jeffrey	Production	Production Operator	25-Mar-14
De Los Reyes, Gemma	Technology	Technical Documentation Officer	8-Apr-14
Digno, Anigilda	Finance	Cost Accountant	8-Apr-14
Marinas, Jaime	Production	Process Control Supervisor	8-Apr-14
Espineli, Michael	Production	Production Operator	7-May-14
Garra, Melville	Production	Production Operator	7-May-14
Nieles, Michael	Materials	MQC Supervisor	7-May-14
Rivera, John Harold	Production	Production Operator	7-May-14
Cabutotan, Jacqueline	Quality	QC Laboratory Supervisor	20-May-14
Espiritu, Eloisa	Production	Process Control Engineer	5-Jun-14
Reyes, Bryan	Finance	General Accountant	5-Jun-14
Tillman, Avamir	Production	Production Planning Supervisor	5-Jun-14