



# newsSLink

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## CUSTOMER is KING!!

by: Jacob Peña Jr.

Our first Value says, **'CUSTOMER ORIENTATION: Customer is our reason for existence. We will ensure that their needs are met responsively'**.

CUSTOMER IS KING is the driver to my CUSTOMER ORIENTATION, which means they are the Most Important Person in our business. They are the primary subject of our corporate tag-line "GOOD MEDICINES MADE – GREAT SOLUTIONS DELIVERED". How do I and should we manifest these statements? What comes to my mind are seven(7) affirmative points of action that are paramount to me in CUSTOMER RELATIONSHIP.

Let me share with you my thoughts, experiences & practices in the past that I have gone thru, as well as things I have been mentored to by

important persons in my professional and personal life. What a CUSTOMER is all about will be my guiding light into the future. CUSTOMER is also an important signal that scrambles and opens up my 'radar screen'.

CUSTOMER defines the ultimate level of satisfaction on our products and of our services. They define what quality is all about.

The CUSTOMER is always right. Never ever be defensive of our/SLI position until you listen and understand their point. Otherwise, you will be missing the target.

CUSTOMER needs always have to be responded to and can only be done with positive actions, as if there is no tomorrow. Problems cannot be solved by excuses.

CUSTOMERS are to be treated with utmost respect and courtesy, even when he is mad. When he calls, he needs something, whether frantic or not. When he visits us, it is always with honor and should be treated as a VIP guest of our SLI home. Understand and Solve the CUSTOMER problems and needs. They are priority #1. So listen to them well, asked questions so your response and solutions will be correct.

CUSTOMER commitments are the most important commitments of our business at SLI. Honoring these commitments takes priority over anything else.

Lastly, YOU are SYDENHAM to the CUSTOMER, no matter what your position is at SLI. Your statement of response, actions and follow thru will be his judgment of how SLI is and all about.



## President's Corner

by: Michael Francis A. Dela Cruz

### OUR PRIMARY VALUE:

Customer Oriented as it relates to our logo:  
Good Medicine Great Solutions Delivered

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

If one revisits the Values by which we live by in Sydenham, the value of Customer-Oriented is listed on the top. This is intentional. The initial step for any business is to exist is to create a customer. Customers will come and provide the business with their hard earned money on a perception that the money they will pay is worth the product or service they are purchasing. Satisfied customers will repeat the purchase of the product and service.

When this happens, then the business can grow and continue to exist. Conversely, a dissatisfied customer will not return and the business will die.

Thus, it is vital for our growth and existence to make sure that our customers keep returning to purchase more of our goods and services. If one examines our logo, the strategy for Sydenham to continue to grow and prosper is implied: "Good Medicine" "Great Solutions Delivered".

Customers will come to us and continue to repurchase from us if they are satisfied with "Good Medicine" we provide. The propensity of customers to look for other products / services providers will be directly related to their level of satisfaction with Sydenham. Satisfied customers will not likely seek our competitors, dissatisfied customers will. This is why "Customer Oriented" is listed on the top of our value list.

Sydenham is not the only company that can provide pharmaceutical manufacturing and development services. Other companies as well provide medicine that are made in cGMP facilities.

Thus, to provide a better product and therefore more customer satisfaction, we deliberated decided to be able to provide "Good Medicine" that is better than our competitors. Thus, we decided to be ISO and HACCP certified. Even with cGMP, ISO and HACCP as verification that we produce "Good Medicine", customer satisfaction is furthermore managed by providing good services. Our customers will be happy with our services if we are able to deliver to them "Great Solutions" relevant to their business needs. Our customer will always have problems, issues and concerns with their business. The speed and quality of the solutions we will provide them will have direct impact on their satisfaction with Sydenham.

Therefore, the key to Sydenham's growth and prosperity is a satisfied customer. Our strategy to have satisfied customers is to provide "Good Medicine" and Great Solutions Delivered.

***Our strategy to have satisfied customers is to provide "Good Medicine" and Great Solutions Delivered.***

Similarly, as employees of Sydenham, we will continue to prosper in the organization if we continue to satisfy those who we serve in the organization. I encourage all of us to continually to live and execute our value being customer oriented as a strategy to better our company, our family and ourselves.— MAC

newSLink

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## Editor's Note

by: Nina Peña - Atienza

### HAPPY NEW YEAR and HAPPY READING!

As we usher in a New Year, it is best that we not only look towards to what lies ahead but also glance at the events that transpired in the past year so that we can learn from our experiences and continuously improve as we move forward.

In this edition of newSLink, focus is on our primary corporate value of "Customer Oriented". We also have features on new product offerings, highlights of events held in the last quarter of 2012 and some interesting health facts.

JAP and MAC have separate articles which talk about the importance of "Customer Orientation" to our business as well as how we can all live our most important value. There is also an article on how we can build and nurture relationships with our customers, who are the reasons for our existence. SPI and SLIKChem have articles which talk about their new product offerings.



A portion of the newsletter is also dedicated to recognizing the 29 Service Awardees for 2012 as well as the Operator of the Month.

Highlights from various events such as our Blast From The Past Christmas Party, trainings and outreach programs organized by individual/group of SLI employees are also featured. Finally, we have interesting facts about "drug resistance" and "natural vs. artificial"

Wishing You All A Happy and Prosperous 2013!

*Nina*



# 29 Employees honored at SLI Service Awards

By Hilda Calasang

Sydenham Laboratories gave recognition to 29 service awardees during the Annual Christmas Party last December 14, 2012 at the SLI Grounds, Dasmarias, Cavite. Mr. Michael Dela Cruz (President of Sydenham Laboratories, Inc.), Mr. Jacob Pena (Vice-Chairman) and Mr. Abe Villacorta (Chief Finance Officer) awarded the plaque and cash gift to the 29 service awardees in recognition of their long years of service and utmost support to the company:

## 10 Years Service Awardees

<b>Pedro Y. De Jesus, Jr.</b>	<b>Sales Manager</b>
<b>Mario C. Panganoran</b>	<b>Supplier/Materials Quality &amp; Tech. Support</b>
<b>Marie Paz Regina P. Atienza</b>	<b>Marketing &amp; Corporate Communications Manager</b>
<b>Jacob Edmundo P. Quebral</b>	<b>Asst. Manager Facilities &amp; Maintenance</b>

## 5 Years Service Awardees

Rodrigo L. Gumapal, Jr	Equipment Supervisor
Melvin B. Clemente	Messenger/Collector
Argie M. Dalipe	Operator
Maria Divina Gracia M. Aguillon	Business Devt. Supervisor
Milanie A. Ruiz	Sales Supervisor
Marieson A. Remillo	Key Accounts Officer
Geracel C. Gallego	Operator
Sherwin B. Duarte	Operator
Haydee C. Autencio	Operator
Benedicto J. Berse	Operator
Adoriano R. Rosano	Driver
Erwin M. de Lara	Warehouse Custodian
Mary Grace S. Ruga	Operator
Gener A. Toledo	Warehouse Custodian
Aubrey R. Panganiban	Process Control Supervisor
Nixon F. Forteza	IT Assistant
Val H. Alumnos	DCC Administrator
Rosalina A. Zausa	Material and Production Scheduler
Christian Jhon M. Tan	Account Executive
Ramyr C. Tandoc	Driver
Ulyses H. Uson	Reduction Supervisor
Angelo R. Santiago	Equipment Technician
Renato P. Palaganas	Senior Sales Executive-Chemical
Adriand A. Villavicencio	Operator
Michel P. Alcairo	Business Planner

# Health on Reach

by: Karla Marin Tan, RN

## THE BATTLE ON DRUG RESISTANCE

Antibiotics or antibacterial are medications that kill or slow down growth of bacteria-causing infection. Our modern times use this to treat wide-ranged diseases like tuberculosis, sexually transmitted infections, bloodstream infections, even simple and dreaded wounds. Thus, the discovery of penicillin worked wonders for human survival.

However, the readily available medication posed increased risk of drug resistance to people who were mistakenly diagnosed and cured with high doses of antibiotics. And what is more alarming are those who habitually 'self-medicate and misuse' proper course of the treatment. *Over time, microorganisms develop the ability to stand and resist the effect of antibiotics leading to*

the emergence of more resistant bacteria that are difficult to treat and more likely require the latest and strongest antibiotics.

Unfortunately, it was for the last 25 years that the latest generation of antibiotics was formulated. This limitation fears public health that increasing resistance may threaten people's chances of survival against diseases.

Global health authority now being emphasized that lack of awareness on proper usage of antibiotics may bring about the dilemma. Hence, public is being warned not to self-use antibiotics without the proper advise of a physician.



**Reference:**

- <http://www.euro.who.int/en/what-we-do/health-topics/disease-prevention/antimicrobial-resistance>
- <http://www.medicalnewstoday.com/articles/10278.php>

# TECH SPEAKS

## Natural vs. Artificial

by: Christian Jed Sotong

Picking a natural peppermint flavored cough syrup over the artificial cherry flavored one, can be easy enough without having to look at the brands. This is probably because natural flavors, as people might think, are derived from the pure essence of food and as such are said to be more authentic and safer. Truth is, the line of distinction between products labeled as "all natural" and products with synthetic flavors is not only blurry, it barely exists.

Objectionable taste is one of the most proverbial problems that are found in certain drugs and other products. Man's ability to taste bitter substances is believed to have evolved so we can recognize compounds that may be harmful to us. Unsurprisingly, it can therefore be quite difficult for people, especially children to take bitter medicines. The emergence of flavor science and the discovery of sweeteners have immensely improved this quandary.

Flavor is the sensory impression of a food or other substance, and is determined mainly by the chemical senses of taste and smell. Although true taste occurs on the tongue, as much as 80 percent of what we perceive as taste actually comes from smell. Smell flavorants, or simply, flavorants, are engineered in similar ways as with industrial fragrances and fine perfumes. To develop natural flavors, the flavorant must first be extracted from the source substance. The methods of extraction

can involve solvent extraction, distillation, or using force to squeeze it out. To produce artificial flavors, flavor chemists must first find out the individual naturally occurring aroma compounds (Character item) and then mix them appropriately with diluents and contributory items to produce a desired flavor or create a novel non-toxic artificial compound that gives the specific flavor. The character item is the compound recognized by experts as the major representative of the organoleptic quality of the flavor.

Shown are examples of the flavor and its character item: Gary Reinecius, a professor in the department of food science and nutrition at the University of Minnesota, says that both artificial and natural flavors are made by flavor chemists in a laboratory by blending either "natural" chemicals or "synthetic" chemicals to create flavorants. There is little substantial difference in the chemical compositions of natural and artificial flavorants. This issue is somewhat confusing to the average consumer



References:  
<http://www.scientificamerican.com/article.cfm?id=what-is-the-difference-between-natural-and-artificial-flavors>  
[http://www.naturalnews.com/036308\\_natural\\_flavors\\_MSG\\_aspartame.html](http://www.naturalnews.com/036308_natural_flavors_MSG_aspartame.html)  
[http://en.wikipedia.org/wiki/Flavor#Regulations\\_on\\_natural\\_flavoring](http://en.wikipedia.org/wiki/Flavor#Regulations_on_natural_flavoring)  
<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2744307/>  
<http://scholarlycommons.law.northwestern.edu/cgi/viewcontent.cgi?article=1109&context=njtip>

# a in SPI re re re

## SPI Launches Respiratory Line

by :Maila Robles

Sydenham Pharmaceuticals thrust for pushing it's respiratory line is finally on its way for 2013 with the launching of Sylergy 5mg/5ml syrup (Loratadine) anti-histamine last December 2012 and Sybroxol 30mg tablet (Ambroxol) cough preparation in January of 2013.

Products for respiratory care dubbed as "PRIME DRUGS" are being pushed ethically as an affordable "quality generic alternative" by SPI both to doctors and proprietary movers. With the aim of two things: 1) to be the top-of-the mind recall for quality and affordable

pharmaceutical products by increasing our clout and scope of users , 2) to compete with the innovator and premium-priced generics at providing the Best quality generic in leading drugstores nationwide.

Sylergy 5mg/5ml syrup is ideal for patient's with allergic rhinitis (hay fever), urticaria (hives), atopic dermatitis (eczema) and allergic conjunctivitis, given once daily or as prescribed by physicians.

While, Sybroxol 30mg tablet is ideal for patients with respiratory disorders associated with excessive mucus like chronic bronchitis, bronchial asthma and bronchiectasis, given three times daily or as directed by physicians.

SPI's Respi Line will soon be available in hospitals, municipalities, CDS (Chain Drugstores), IDS (Industrial Outlets) and DMDs (Dispensing Doctors) catering to every need of the patient/consumer wherever they may be.



# Customer Building and Nurturing Relationship

by: Chito Meneses

Making customers and their needs a primary focus of one's actions; developing and sustaining productive customer relations. A customer is defined as any person inside or outside the organization with whom you have a service relationship. It includes supervisors and other employees.

## WAYS to DEMONSTRATE these SKILLS:

Seeks to understand customers:

Actively seeks information to understand customers' circumstances, problems, expectations, and needs.

List your customers – all people for whom you provide a service. For each important customer:

List who their customers are – who do they have to satisfy? This will tell you a lot about what your customer's needs and problems are. Consult with others to refine your list.

Use your list to ask your customers what you got right, and what you have missed.

## Educates customers:

Shares information with customers to build their understanding of issues and capabilities.

- When you are unable to provide all that your customer expects, explain what issues or con-

straints prevent your unit from being able to meet them. Practice this with a colleague first.

## Builds collaborative relationships



Builds rapport and cooperative relationships with customers.

- Show respect for all individuals.
- Go out of your way to ask customers about their needs and goals, and remember them.
- Look for opportunities to suggest actions that will help your customers meet their needs and goals.

Takes action to meet customer needs and concerns. Considers how actions or plans will affect customers;

- To the extent possible, discuss new plans, policies or procedures with the customers who will be affected. Work with them to identify both problems and benefits of the new approach, and collabora-

tively address problems as needed.

## Responds quickly to meet customer needs and resolve problems:

- When customers identify a need or a problem, do something right away to address it: at the very least, acknowledge it and say when it will be resolved. Use your own knowledge, your colleagues, manager and internal network to find quick, practical solutions. Be realistic in your promises. If resolving the issue will require time, create a tickler file so it isn't forgotten. Keep the customer informed of progress. Identify opportunities to do something beyond what a customer expects.

## Sets up customer feedback system:

Implements effective ways to monitor and evaluate customer concerns, issues, and satisfaction and to anticipate customer needs.

- Regularly ask customers what you are doing that is helpful to them, and what could be improved. Also ask what needs are on the horizon for them, so you can anticipate what will need to be done.

## REFERENCE:

[http://careweb.care.org/help/devplan/Customer\\_Oriented\\_Skills.htm](http://careweb.care.org/help/devplan/Customer_Oriented_Skills.htm)



## Training Updates

by: Jam Paulino

## 2012 Training Highlights

The constant change in every organization is an integral part in which every employee has to be ready and prepared to face. Continuous improvement while adapting to these changes are part of the training being conducted by SLI to equip its people in increasing their effectiveness and efficiency in the workplace.

The training group has posted several milestones in providing training to its people and highlighted the following achievements:

- Excellent training rate completion for internal trainings. A total of 33 courses delivered, covering 74 modules and 100 sessions coordinated last 2012. Attended by 763 attendees with total 3095 manhours.
- 33 external courses has been delivered, 11 of which are free seminars from different training providers/consultants. Courses mainly covered 41 modules and a total of 77 attendees resulting to 660 manhours.
- Training Records/System has been on place in compliance to Quality Management which has been cited during cGMP audits.
- Catered to 90 students from different schools including 5 of which came from Region 4. Slots for the 2013 internship program has been full as of 2012. SLI has been growing to be a "top of mind" of new graduates with the intensive internship program it offers.

## Upcoming Training Courses for Q1' 2013:

(Schedule will be advised by the Training Department)

- Production Processes Refresher Training to Production Personnel
- Product Development Training Program for TD Personnel
- HACCP Plant-wide Training
- First Aid Refresher Training for Industrial Employees
- SPC Training for Production and Technical Personnel

## SLIKChem introduces ODOR CONTROL SOLUTION

by: Kenneth Andes

SLIKChem (SLI Klean Chemicals Philippines Inc.), a manufacturer of laundry, housekeeping, kitchen and industrial cleaning products has recently introduced its new product, **SLIKChem ODOR CONTROL SOLUTION (SOCS)** - intended for odor control management for industrial and commercial establishments. SOCS provides an effective way to treat and neutralize unwanted odors from garbage and industrial waste. Solving the odor problems at the source can reduce complaints from occurring.

SOCS can be applied in the garbage / dump sites, hospitals, restaurants, hotels, public restrooms, wet market and other areas where there is a source of unwanted/foul odor. By dispersing through the use of misting spray or conventional atomizing and spraying equipment it chemically reacts with airborne odor molecules for immediate odor neutralization. SOCS can be applied in the garbage / dump sites, hospitals, restaurants, hotels, public restrooms, wet market and other areas where there is a source of unwanted/ foul odor.



By dispersing through the use of misting spray or conventional atomizing and spraying equipment it chemically reacts with airborne odor molecules for immediate odor neutralization.

Last November 22, 2012, SLIKChem has conducted its Odor Control Treatment at Barangay Tubuan, Siilang Cavite Dump Site to minimize and control the foul odor being complained by nearby residents in the area. It was well appreciated by the administrators of the facility, since immediate results has been seen and lessen the complaints received.

For more information on SLIKChem Odor Control Solution please contact telephone no:  
+632 801 9309 • +63 2 801 9310  
look for Rey or email [slikchem@sydenhamlab.com](mailto:slikchem@sydenhamlab.com)

# SLI Employees Gives Back

Along with the gift-giving and the gettogethers, Christmas is also an opportunity for everyone to give back and share the blessings to the less fortunate. As the old saying goes, "Whatever we possess becomes of double value when we have the opportunity of sharing it with others." – a shared value where the SLI employees out of their own initiative was able to organize in sharing the spirit of Christmas.

1. Rhea Jayson, Quality and Regulatory Manager of Sydenham Laboratories planned that instead of celebrating a grandiose party for her birthday, opted to spend it for the elderly at Kanlungan ni Maria in Antipolo City. With the help from her co-workers who donated toiletries, blankets and other necessities they were able to gather enough funds to bring happiness and joy to them. Inspired from a quote of Winston Churchill, "We make a living by what we get, but we make a life by what we give." More than the gifts, spending time with them and listening to their stories made them feel special and that one fleeting

moment of happiness you give is already an experience of a lifetime.

2. SLI's Sales and Marketing Team headed by Chito Meneses and Pedro Y de Jesus has been conducting an Annual Community Outreach Program to the "less privileged and victims of sexual abuse" children of DSWD Bahay Tuluyan, Dasmarias, Cavite by giving them toiletries, clothes, and toys as their simple gifts for past 8 years. The recent calamity - Typhoon PABLO last December in Mindanao caused widespread destruction in the province, leaving thousands homeless and more than 1,000 have been confirmed dead and hundreds still missing. Because of this unfortunate event, the team decided to give their time and effort to help sustain the on-going relief activities for typhoon victims instead of conducting the usual DSWD visit. The team donated clothing, blankets and financial help (solicited from SLI employees) to the GMA Kapuso Foundation to help the typhoon victims in Compostella Valley.



SPENDING QUALITY TIME with the ELDERLY. Rhea Jayson, Peachy Quintos, Jun Mercado, Val Alumnos with the elderly residents of Kanlungan ni Maria.



SLI Sales Team: (L-R) Christian Tan, Frank Camanag, Pedro Y. de Jesus, Bheng Torres, Chito Meneses, Valerie Tria Carol Espinell & Grace Aguillon at the Kapuso Foundation.

# SLI Blast from the Past

It was a sure hit as SLI brought back the 70's last December 14, 2012 during its Annual Christmas Party. Clad in their flares, bell bottoms and retro outfits, everyone felt the 70's vibe during the party. Hosted by Christian Tan (SLI), Jam Paulino (SLI), Edwin Galvey (SPI) and Andrew Villavert (SPI) who all made the event livelier and vibrant with their funny antics and surprises. The sales team facilitated 70's trivia game which gave the contestants a hard time in getting the right answer. ISOPHARMA, SLI (TD & Production), SLIKChem and SPI sang and danced as they entertain the crowd. Gifts has been drawn and raffled off for the employees were lots of prizes has been given away.

What made the event more exciting is the search for the STAR of the night. Employees parade and walked onstage to show their 70's costume. Rita Glorioso (Finance) and Marc Arreza (SPI) both won as the STAR of the night wearing their hippest retro outfit. Truly, the next+ year's party is something much exciting to see!



Sydenham Laboratories, Inc.  
**OPERATOR OF THE MONTH**



**Marlon Pabiton**  
October 2012



**Renante Rabina**  
November 2012



**Michelle Dadvivas**  
December 2012