



Intelligence Leading to Solutions marks 11th Customers Day for SLI

By: Kenneth Andes

Last April 25, 2013, SLI celebrated its 11th Customers' Day at the The Bellevue Manila in Alabang Muntinlupa City with its theme "Intelligence Leading to Solutions". Hosted by Mr. Arnel S. Abjelina - HR Manager, the event is intended to present intelligence as a basis of coming up with solutions to be better. The program commenced with the welcome remarks from Mr. Abelardo F. Villacorta, CFO & Treasurer who lead the introduction of the new SLI audio visual presentation. Mr. Michael Francis A. dela Cruz, President & COO presented the SLI in Review: Customer Satisfaction Survey Results – an annual review on SLI's performance on the eyes of our customer. This is to understand better our customers' sentiments to identify areas of improvement.

Mr. John A. Peña, General Manager discussed the "Good Medicines Made" by SYDENHAM

with its capabilities and competencies as a trusted pharmaceutical manufacturer for more than 40 years now. SLI Sales and Marketing Manager, Mr. Chito Meneses presented the results for the internal survey conducted on patients buying habits, specifically on adherence to doctors prescription; to know the likelihood that prescription generated from physician shall be translated to actual sales, to determine propensity of drugstore switching and to identify the price range that patients will buy generic alternatives.

SLI invited Mr. Al Castro, IMS Health Philippines Country Manager to discuss the Philippine Pharmaceutical Market and elaborated on the importance of business intelligence to help track and understand real performance and potential, focus actions for better results and innovate to expand and grow.

SLI Sales Manager, Mr. Jun de Jesus presented the SYDENHAM's "Great Solutions Delivered", highlighting SLI's capability on product development, innovation for market differentiation and focus on the customer. SLI is certified to be good in developing robust and reliable products that meet global standards of quality. Mr. Cesar A. Igual, President and GM of ISOPHARMA, served as the reactor on the intelligence and solutions presented by sharing his experiences and best practices in the business.

SLI Customers Day is an annual event organized to thank SLI's valued customers and other stakeholders that contributed to its ongoing success. Truly, the event has been informative and fruitful to share and celebrate the reason why our business grows....our CUSTOMERS!



President's Corner

by: Michael Francis A. Dela Cruz

Quality @ Work

When most employees are asked; how do you define "quality work"? It is most likely that a person will define it as an absence of defects or mistakes in our work output.

This is a good definition. However, it is not realistic. Humans are not perfect and they will make mistakes. Thus, adopting a definition of quality work as an absence of defects and mistakes is not sensible. In Sydenham, we have defined Quality as: "We will be diligent and steadfast in finding ways to continually improve our work standards".

As we go about doing our job, we will do things correctly but committing mistakes are inevitable. Espousing a discipline of looking how we have done our most recent task and understanding what we did right and what we can do better is the approach that we want our employees to adopt.

Successes and failures can be of great value if we learn from it. Knowing why we failed and/or we succeeded contributes to our knowledge bank.

Applying what we know in our thinking process on how to be more effective and efficient in doing our work will make us wiser and consequently will result in "quality work".

Moreover, we also encourage our people to ask from your superiors for programs / trainings that will make you better in your job and enable you to assume higher roles. The employees are the most valuable resource of Sydenham and investing in them to be better is our culture.

Developing the mindset and eventually the behavior of always being better and improving our work standards is Sydenham's definition of Quality. It is this definition of Quality that we want all employees to embrace and practice.



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Health on Reach

By: Karla Marin Tan, RN

It's Flu Season!

Seasonal influenza, commonly called "flu," is caused by influenza viruses, which infect the respiratory tract. This can cause mild to severe illness, and at times can lead to death. The flu is worse than the common cold, and symptoms such as fever, body aches, extreme tiredness, and dry cough are more common and intense.

The main way that influenza viruses spread is from person to person in respiratory droplets of coughs and sneezes. That is why it is recommended to cover mouth with a handkerchief when sneezing or coughing and proper hand washing to prevent the spread of disease.

Complications caused by flu include bacterial pneumonia, dehydration, and worsening of chronic medical conditions, such as congestive heart failure, asthma, or diabetes. Children may also get sinus problems and ear infections.

A shot of Flu vaccine may protect you against prevalent strains of the virus. Everyone 6 months and older especially those at high risk of developing pulmonary infections should get vaccinated every year. The flu season in the Philippines coincides with the rainy season and the immunity from the vaccine lasts until the end of the year's season of flu.

Source: <http://www.cdc.gov/flu/about/qa/disease.htm>



From the Vice-Chairman's Desk

By: Jacob Peña Jr.

Quality - Improving the 'Way of Life at SLI'

"WE WILL BE DILIGENT AND STEADFAST TO FIND WAYS TO CONTINUALLY IMPROVE ON OUR WORK STANDARDS IN ORDER TO BRING MARKET PRODUCTS AND SERVICES OF BE QUALITY", so states one of our Corporate 7 Values specifically targeted towards how we do our work and conduct our business.

Let me share my experience, thoughts and practices towards 'QUALITY'.

My first encounter with 'quality' was when I was a young teen and my Uncle Larry brought to a shoe store in LA. He asked the store owner-friend (Bob?) to fit me with my choice of shoe at that time. It was then one of the most exclusive brands in the US. I choose the shoe, fitted them on, walk a few steps and felt comfortable. I told the man, I like the shoes but wanted another set because the front sewing of the right was not consistent with the left shoe. Bob responded "Heck, who will look at the left and right shoe sewing alignment?" I said, "I will, because every time I will wear those shoes, I will regret because something is wrong!!" To which my Uncle Larry said, "Change it; he is the one buying the shoes". I wore and love that pair of shoes until its tattering days because it fitted my requirements-specs in use and appearance. My first encounter with quality, not to compromise but make proper judgment and decision based on needs and requirements. End of story.

Quality is a necessary value to 'continuous improvement', to be better with the end goal towards excellence and self-actualization.

To me, quality is:

- 1) Getting inputs from your customer what they want, their needs and establishing what to conform with.

Identify the critical descriptive few and quantify them. They do change in time so be ready to upgrade in time.

- 2) Looking at comparable products or service from competitors, others that are of similarity to our industry and compare to see where we can improve or change and meld it with what is available and right in our workplace, systems and procedure and 'lead or participate in the change'.
- 3) Quantifying level of compliance to a given specification standard (that can change quickly) using known statistical and quantitative method like LTPD (Lot Tolerance Percent Defective) or AQL (Acceptable Quality Level)
- 4) Setting up a capability to redesign, redeveloped and improve procedure or process and continuously improve.

I do encourage a 7 - Step Quality Management Way as follows:

Sharpening Your Global Competitive Edge- 7Step Quality Management Way

• Lead the Way - no one else will.

Mission / Vision - You are in charge & can best describe the future.

Values - You are the Role Model.

Essentials for change process and turbulent times.

• Customer is King - you always have one.

They define EXPECTATIONS, that's what QUALITY is all about!

Very important persons, so SATISFACTION is a "MUST".

Their needs and inputs are always right, if not, listen to them.

You can influence and managed their preference.

• Train People for Enabling Tools & Capabilities - relevant training to your business.

SLI Total Quality Mgmt. process; Transformation Roadmap.

7s Process: Strategy, Structure, System, Staffing, Skills, Style & Shared values.

Planning & Problem Solving Analysis; Decision Making Process; Project Management.

Back to Basic Core Competencies and Skills.

New competencies for emerging technology you want to go into.

"Ako ay Pilipino", the Filipino in Us.

• Empower and Encourage People - essential to transformation process.

Allow them to participate & add value.

Own and assume responsibility.

Risk, innovate and face the unknown, try new things. Help resource to do the job, break barriers.

Align organizational priorities and manage modern man anxieties.

• Monitor and Review - feedback is essential to know your progress.

Benchmarking & standards.

Observant to industry and changing conditions.

Tracking key business indicator, your Quality of Execution metrics.

Performance review to improve, correct and enhance.

• Reward & Recognize- celebration is not bad!

Take time to listen & acknowledge the good & bad.

Employees, suppliers and customers needs recognition.

Communicate opportunities and business situations.

• Continuous Improvement - "sharpening your saw".

The treadmill to excellence & competitiveness:

"MofB & CI", a must!!

Seek for break-thru as the next step: "Innovativeness" Network and be informed.

With this, I hope we all support and participate in our QUALITY vehicle at SLI. To be globally competitive, we need to continuously change for the better.

SLIKChem Total Program Solutions in Cleaning and Sanitation

By: Cliffo d Cortazar



We've heard of news about companies who are ordered to close down operations due to violations in hygiene regulations. In worst situations, poor hygienic practices result to illness and even death. Having an effective cleaning and sanitation program plays a vital role in an establishment's survival in the industry. Proper hygiene is very important in protecting the health and well-being of the whole population. It highlights the essential role of cleaning and sanitation chemicals in providing effective programs.

Good hygiene program covers the entirety of an establishment's operations. That is why SLIKChem has moved towards developing **Total Program Solutions** which starts with listening to our customers because we believe that we can only select the right chemicals if we are well-informed of our customer's requirements. Total Programs Solutions aims at providing solutions for cleaning and sanitation concerns, ensuring our programs are delivered efficiently, our chemicals are used effectively and safely while keeping low costs and environmental impacts. Implementation of this strategy is backed up by technical support, cost efficient

high-quality products, dispensing system that provides accurate dosing while ensuring chemical safety during preparation, customer training for effective implementation of the solution and regular preventive maintenance to guarantee that dispensing systems are operational for safety and control. Frequent facility visit is our means to be recognized that we are their partners in designing the solutions to their concerns.

The **Total Program Solutions** approach takes our customer's worry out of their operation. This would give us leverage to our customers since we don't only offer products but we deliver solutions to all their cleaning and sanitation needs. We are making this hygiene system available in food safety, housekeeping and laundry programs to seize all opportunities to provide solutions in the hospitality industry.

So how should we be recognized? A solutions provider in cleaning and sanitation! Please join us in welcoming SLIKChem with our Total Program Solutions in the food industry, personnel hygiene, laundry and housekeeping.

HR UPDATES

PAG-IBIG

Pag-ibig MID or registration tracking number is now required in all pag-ibig transactions! For registration / update of online member record, visit: www.pagibigfund.gov.ph

PHILHEALTH

Philhealth ID cards are not yet available for release from our servicing branch but you can have your member data record updated! Just submit your necessary documents to HR Department for processing.

SSS

SSS is now issuing UMID (Unified Multi-purpose ID) card to all its members. For application, you may go to your nearest SSS office.

You are also encouraged to have your own online account on sss for easy transactions.

Simply register at www.sss.gov.ph.

Have your accounts on your reach!

Register now!!!

For inquiries, you may call +632 584 4772 loc. 102 or visit HR Department.

Customer Satisfaction: Perception of Product and Service Quality

Contributed By: Chito Meneses

When it comes to customer satisfaction, it all comes down to perception: How the customer sees and experiences the product and service provided by your business. It's not what you believe or think, not what your studies or focus groups tell you, but what your actual customers feel, experience, and say. So your bottom-line, financial results are tied to customer satisfaction and quality. In turn, quality is measured along two dimensions, the physical and the performance.

Customer Requirements: Objective and Challenge

The product works and the service doesn't. The service works and the product doesn't. (If neither works, then you really have issues!) The customer has expectations and requirements; meeting and exceeding them is the objective, and defining them and understanding them is the challenge. The composition of customer requirements is neither static nor uniform. What works for one group will not work for another. What meets the needs during one period and with one product line or competitive market won't work in another. So it is critical for every business to be able to segregate or stratify its customer base to identify various groups and their specific needs.

Keeping in mind that quality is multidimensional—both about a physical product and the performance of any physical product, as well as the service of providing it—to satisfy the customer you must consider all aspects of each dimension. If you are dealing with the physical dimensions of a product's quality, then you need to deal with all aspects of the tangible product. It isn't enough to get the size and shape right if you use inferior materials. On the performance dimension, it isn't enough for the product to be fast if the customer wants the product to be fast and have multiple functions. If the customer is looking for a product that is made of superior materials with great form and function that operates at a high speed and has all

the "bells and whistles," then having three out of four product dimensions won't get you 100% satisfaction. Missing parts of the physical aspects of a product can also carry over to the performance aspects of service. These dimensions are much more difficult to get insights into and to quantify. Because performance dimensions are more about emotional responses to product usage (e.g., satisfaction and failures) and to interactions with your business for little things and big things (e.g., from "how to" questions to things gone wrong) they are often even more important to the profitability of the company. Customers may in fact accept a defective product much more readily than defective service.

Characteristics of Service as a Product: Quality and Performance

Product-oriented organizations tend to think of customer service as a process customer service simply in terms of providing "friendly employees." Customers think of the customer service, and really all services, from a different perspective. Customers perceive service as a product and have expectations as to whether its features meet or exceed expectations—or completely fail to live up to their needs. If you call a customer service call center and can't get to a "real person" and you expect to get one, then your expectations haven't been met. If you call for technical assistance and can't get an answer to your question, again expectations aren't met and "quality" ratings decline.

Based upon the nature of customer viewpoints and behaviors, quality of service is typically measured by the customer in terms of the "products" the customer expects to receive. Thus it is important for every organization, especially service organizations, to determine what customers expect and then develop service products that meet or exceed those expectations.

Five Dimensions of Product and Service Quality

The quality of tangible products is usually a straightforward determination; for customers, making a comparison between physical products is a matter of feature-to-feature analysis. The challenge for customers, and thus for organizations, lies in evaluating service quality, which may be the only way customers truly differentiate between one complete "product offering"

and another. For this reason, organizations and their marketers live or die by understanding how consumers judge service quality.

The five dimensions of product service quality are:

- Physical ability and capability to provide service
- Consistency and reliability of service
- Responsiveness and willingness to provide service
- Knowledge and competence of employees providing service
- Empathetic concern for the customer

The majority of customer criteria are intangible. Regardless of whether the dimensions are tangible or intangible, the customer has two levels of expectations: desired and acceptable levels. The desired level is what the customer really wants. The acceptable level is what the customer finds to be the "reasonable" level of performance. Anything in between acceptable and desirable is what the customer will tolerate. To achieve that range between acceptable and desirable, each organization has to establish:

- Product and service quality specifications
- Employee performance metrics
- Product performance and quality metrics
- Clear definitions of customer expectations
- Service process management
- Service process metrics
- On-going, interactive customer orientation
- Iterative process monitoring, controls, and corrective action procedures

To be in business to provide a product also requires providing service. To be in business as a service provider requires recognition of the two components of the service: the service as the product and the service in support of the product. Every organization provides services in support of their "product." Those services are an integral part of customers' buying decision and satisfaction, the loyalty, and the price they will pay. Ultimately, the total product/service "package" is what the customer looks for and evaluates; when an organization gets it right they are successful at every level.

Reference:

By Lea Strickland, CMA CFM CBM
President - F.O.C.U.S. Resources
<http://carolinanewsire.com/news/News.cgi?database=columns.db&command=viewone&id=454>

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Spread The Good News, Spread The Goodness of Feel Good Lactium

By: Maila Robles

Dubbed as being the only one of its class and being the pioneer in the field of Stress Management with the use of a food supplement, we at SPI have the advantage of being Innovative and Market leader.

Feel Good Lactium is a 100% natural food supplement, a milk protein hydrolysate with bio-active decapeptide with relaxing properties. Acting on the control of the release of stress hormones, Adrenalin and Cortisol, Feel Good Lactium prevents the occurrence of stress manifestations such as, sleep disorders, weight problems, digestive disorders, mood disorders, decrease in libido and impaired memory & concentration.

Marked by the steady increase in product awareness of Feel Good Lactium, The SPI team embarks on a new mission.... That is to spread the good news of what Feel Good Lactium has to offer to those who take it.

Spreading the good news started with the product presentation held at Generika last February 18, 2013 to their store managers and franchisers, followed by the Generika Blitz Kreig conducted by the whole SPI team for four (4) consecutive Fridays which ended last April 22, 2013. Top it with the presentations held along with other products at the hospital, started the ball rolling for us.

Coverage to all doctors covered by the MR & KAO added to the awareness that we aim to increase for the product, it helped us to achieve our goal of turning something that is innovative and natural, be a part of their prescription.

To date, we have a steady increase of end users and doctor testimonials of how Feel Good Lactium affects their lives.

SPREADING THE GOODNESS.
SPI Team with the Generika staff during
the Generika Blitz Kreig.





February – May Training Highlights

In lieu of our Mission to enhance professional growth of people and being a good corporate citizen fulfilling our social and economic responsibilities for the betterment of the community, we truly take part in accommodating more than 60 students from different universities and schools (UP Manila, UST, DLSU-Dasma, PWU, PUP, UPH Laguna and Las Pinas, Adamson, CEU Manila and Makati, Rogationist College, and AMA) in the completion of their requirements for internship training program. The program focuses on hands-on training of students to different equipment, processes and procedures that will be of great help for them when they become professionals.

It's really a great feeling when somebody recognizes and recommends SLI as a good training ground. Here are some of the final words given by our interns after completing their training...

"As I finished my internship at Sydenham, I would bring the knowledge and good experiences I had. This internship molds me to become professional not just in a way how to act but also how to think. I would highly recommend SLI to other students on how good they train and inspire pharmacy students" (Adamson University)

"It is truly a great honor to have my internship at SLI. I learned so many things and I was able to improve, develop my skills and apply my knowledge in this particular field. I hope in the future I can work here again not just an intern but as an employee and be a partner in making a better life. God Bless and More Power!!! ☺☺☺" (University of Perpetual Help – Biñan Laguna)

"The whole internship experience taught me how to give importance on time, effort, friendship, environment, other

people and most especially the quality of work. I am thankful that SLI really gave me new learning and experiences that are really helpful in my future job as a pharmacist. All the experiences in the Sydenham with different people and different things will be treasured." (UST)

SLI Plant Tours

We were able to cater Educational Plant Tour request from Junior Pharmacists' Association – Gamma Chapter of UST covering 2 sessions with a total of 89 students & from Medina College – Ozamiz City with 32 students. The objectives of this activity are to familiarize the students with the basic operations of a drug manufacturing company and develop appreciation of the vital roles of a pharmacist within the manufacturing organization.

Marketing Basics Seminar for Consumer Group

SLIKChem recently conducted a "Marketing Basics Seminar" introducing marketing concepts and strategies that will lead into increasing the sales. The group presented their marketing plan on how to effectively introduce their products to their target clients. They focused on value creation of all the different SLIKChem products that they can offer.

ISO Awareness and GMP Orientation for SPI

ISO Awareness and GMP Orientation were conducted by DCC Administrator (VHA) to SPI personnel to educate of what ISO and GMP is all about and how they can use these when dealing with their clients. Proper documentation was also discussed for them to understand how significant it is in our organization and also served as preparation for their plan to be ISO certified.

Thinking FGD

Thinking FGD for Managers was successfully accomplished in Las Pinas and the main purpose of the FGD is to review application of the learning from 2012 sessions, identify the hindrances, identify the things to be changed and use 7S model in defining the current realities as well as the hindrances in developing a thinking environment. Consolidated hindrances will be the basis of developing processes on how can we improve and have a very good Thinking Environment @ SLI.

Upcoming Training Courses:

- Organizational Development and Management Seminar
- Production Processes Annual Refresher Training for Production Personnel
- Product Development Training for TD Personnel
- Quality Training Programs for Analyst and QD Personnel



SYDENHAM Laboratories, Inc. OPERATOR OF THE MONTH



Jayson Tongco
January 2013



Francisco Jayson
February 2013
March 2013



Volter Varona
April 2013



THINKING for LEARNING. Ms. Te Benitez and Ms. Chit Buenaventura conducts the workshop with the SLI managers in reviewing the application of 2012 session learning.



Making Cloud computing more efficient for you

By: Nixon Forteza

Technology has been taken over by the Cloud. Putting it in simple terms, 'Cloud' is the new meme used to describe nirvana from clogged up computers and saving files directly to the internet. So how does it work?

Essentially, instead of saving files to a hard disk or using software on a computer that is directly installed, the Cloud offers the ability to quickly and easily access these files using an Internet connection. It all sounds very swish, but what actually are the benefits?

Services that offer Cloud storage can provide businesses with the storage space that they simply wouldn't otherwise have access to. As storage is provided using a vast remote server, businesses can pay a relatively small amount of money (compared to the relevant cost of physical hardware) to receive a phenomenal amount of storage space.

As more and more companies rely on the Cloud, this means

that the need for a contingency plan in the case of file loss can be completely eradicated. Recovery times are quick and relatively simple should anything go wrong, as all information and data is backed up onto the servers. This is great in the event of files being accidentally removed, or worse, stolen.

A huge benefit to businesses is the ability for multiple staff to access, edit and share folders and files that they are currently working on. This means that collaboration between teams of people can be greatly improved, and no time is wasted on uploading and emailing files individually. This end result for businesses – efficiency.

Cloud resources are easily scalable – they can be altered to suit growing needs, which is perfect for companies who are unsure of their growth curve.

On the topic of efficiency, it's also worth noting that using Cloud as your storage solution will use at least 30% less energy than by using regular servers based on-site. Perfect for any companies with a strong interest in green ethics.

The Cloud has also rapidly become more and more accessible via smartphones and tablets – meaning that your documents are truly available anytime and anywhere. For people who work on the move, or do a lot of travelling, this can be a lifeline for effectively managing time away from the office.

Businesses should all be aware that mobile computing and social use of technology is still growing rapidly. Enterprises will need to keep up or get left behind.



For many companies, moving their web-application servers to the cloud is an attractive option, since cloud-computing services can offer economies of scale, extensive technical support and easy accommodation of demand fluctuations. But for applications that depend heavily on database queries, cloud hosting can pose as many problems as it solves. Cloud services often partition their servers into "virtual machines," each of which gets so many operations per second on a server's central processing unit, so much space in memory, and the like. That makes cloud servers easier to manage, but for database-intensive applications, it can result in the allocation of about 20 times as much hardware as should be necessary.

Reference : <http://web.mit.edu/newsoffice/2013/making-cloud-computing-more-efficient-0312.html>
<http://cloud.dzone.com/articles/benefits-cloud-computing>
Photo credits to Trajano.net

Enchanting Summer at EK!

By: Dang Calasang

SLI recently held its 8th Summer Outing last May 6, 2013 at the Enchanted Kingdom in Sta. Rosa Laguna. It was a great opportunity for employees to bond with colleagues and a welcome break from daily grinds. EK is one of the pioneering theme amusement parks in the Philippines. Employees enjoyed several cool and thrilling rides like the Disk-O-Magic, Rio Grande Rapids, Space Shuttle and Ekstreme Drop Tower. It was indeed an ENCHANTING SUMMER!!



FUN DAY at EK! JAP, MAC & AFV giving their welcome messages for the SLI employees.

