



# HEALTH PARTNER

A Regal Pharmaceuticals Newsletter

Issue # 1

## TO ALL OUR DEAR ESTEEMED READERS!

Hello and welcome to the first issue of our new, more educative, interactive and fun newsletter –Health Partner.

We wish to thank you all for your continued support in form of contributions, feedback and suggestions towards continuous improvement of our newsletter. We promise to continue giving you more content as we welcome contributions and suggestions from you at [info@regalpharmaceuticals.com](mailto:info@regalpharmaceuticals.com).

In this first issue we shall introduce and have a word from the C.E.O – Regal Pharmaceuticals Ltd Dr. Rohin Vora.

We will also highlight the various production improvements being carried out at Regal Pharmaceuticals Ltd to ensure continued quality and customer satisfaction, as well as sample the Corporate Social Responsibility activities carried out in partnership with other organisations to assist in holding successful medical camps.

In addition we have added more content including, a business corner where we will give tips on customer service, staff engagements updates, Healthy living tips including first aid tips an activity corner which will get you involved in various fun activities including word search, crossword puzzles, some brain teasers and a humour corner.

Be sure to get the answers to the various quizzes in our subsequent issue.

On behalf of the editorial team, I wish you good and fun reading and engagement.

**Ephantus Kamau-Editor.**

## A WORD FROM THE C.E.O.



Dr. Rohin Vora - C.E.O Regal Pharmaceuticals Ltd

It is with great pleasure that I introduce to you the 1st edition of the redesigned Newsletter - Health Partner.

We have come a long way, since our humble beginnings in 1981.

We have earned the respect of our customers and peers in the pharmaceutical industry and we are currently one of the leading manufacturers in the country. This is thanks to the commitment of everyone within and outside our organisation – our staff, our suppliers and most importantly our customers.

In line with our policy on quality and continual growth, we have made substantial investments to remain in line with current Good Manufacturing Practices (cGMP) and also to make our production

processes more efficient. We have also invested in research and development so that we can introduce more new products in line with our corporate strategy.

As of today we supply our pharmaceutical products to all the East African countries and 5 other countries in Africa. We have recently also added new distributors in Rwanda (2) & Burundi (1).

The last 6 months have seen trying times due to the introduction of the VAT Act 2013, which has affected the whole of the pharmaceutical manufacturing industry negatively, however with the passing of the Value Added Tax (Amendment) Act 2014 in May 2014, we are confident that this is the beginning of long term support for local manufacturers from the Government. This will thus be in line with Vision 2030 and industrialisation of the nation.

In 2014 we will remain focused and committed to our corporate strategy so as to deliver consistent quality and growth.

We appreciate the feedback that you give us (compliments and complaints), however small. It helps us to provide an even better service to you.

I once again thank you all for the support you have provided us.

*Asante Sana!*



## REGAL EMBRACES ADVANCED TECHNOLOGIES AND KAIZEN

In the recent past, REGAL has up-scaled its investments in advanced pharmaceutical manufacturing equipment and technologies.

The new oil-free dry compressed air generators that are nearing commissioning, the all-new dispensing, sampling room outfits and roll-form labelling machines are some of the latest additions to the already advanced local pharmaceutical manufacturing facility.

With the reverse osmosis electro Deionization water purification system, the plant is assured of quality purified water for production of medicines.

The quality control laboratory has also received an additional high-end HPLC unit complementing the range of modern instruments in our robust QC unit that can carry out analyses without human interventions.

The consumers of our products and our customers are thus assured of quality, safety and efficacy as they handle their preferred products from REGAL.

Giving further support to these major capital investments is the entrenchment of kaizen lean manufacturing management philosophy that has proved to be a transformational tool within the organization, improving work flow, cost-containment and reduction of wastage through the value adding processes.

In our commitment to customer service excellence and product quality, the sky, as they say, is the limit.

## STAFF APPOINTMENTS

Regal Pharmaceuticals Limited as a responsible and ethical employer continues to invest in qualified and dedicated staff. This is in line with the full realisation that having the right people with the right skills is key to achieving business goals. We feature here the recent appointments and reassignments to the winning team that is Regal Pharmaceuticals Limited:



Dr. Rogers Atebe  
Company Pharmacist



Dr. Amit Patel  
Head - Factory



Felix Muasya  
Sales Executive



Aspon Koech  
Medical Representative



Donald Oguk  
Sales Clerk

## SALES AND MARKETING Annual Retreat



Dr. Adam Admani Head of Sales & Marketing at Regal Pharmaceutical Ltd address the sales and marketing team during training

The Regal Pharmaceuticals Ltd Sales and Marketing team held their annual retreat in Arusha in November 2013.

The retreat brought together all the Sales and Marketing teams in the 3 countries namely Kenya, Tanzania and Uganda.

The team was involved in a training covering various sales and marketing topics including customer service, team work and planning, group team building and bonding activities such as excursion.

The team was also taken through the short term and long term planning to meet the sales and marketing objectives as well as the overall company objectives.

Dr. Adam Admani who is the Head of Sales and Marketing thanked the management on behalf of the team for making the retreat possible and the team for making the retreat a success.

[www.regalpharmaceuticals.com](http://www.regalpharmaceuticals.com)

## CSR ACTIVITIES Giving back to the society



Members of the public including school children listen in during one of the medical camps where Regal Pharmaceuticals Limited was a partner.

Regal Pharmaceuticals Ltd has been partnering with various charity organisations in an effort to take medical care to the less privileged members of our society through issuing donations in form of essential medicines to facilitate medical camps. Some of the organisations and medical camps that Regal has been involved with include:

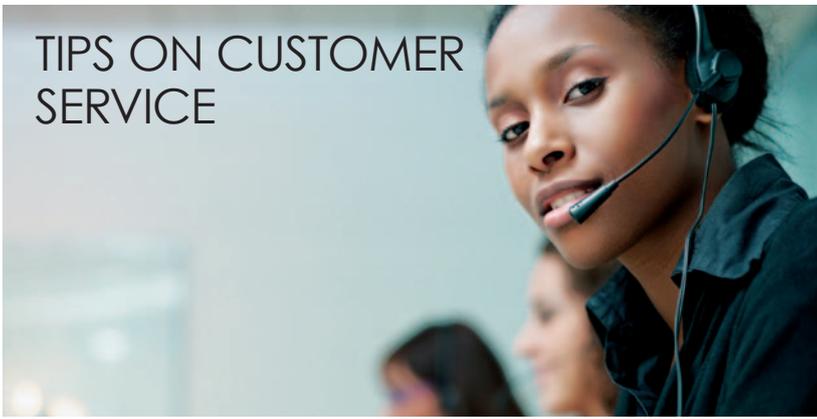
- Cordis Maria Medical Centre – Medical camp held on 12th October 2014 at Githurai Kimbo.
- Mt. Kenya Hospital Nyeri – Medical camp held at the hospital on 23rd November 2013.
- Kolal Progressive Welfare Society – Medical camp held on 21st December 2013 at Wangot Village, Rarienda Constituency.
- The Association of Medical School, University of Nairobi – Medical camp held on 29th March 2014.
- Kahawa Wendani Hospital – Medical camp held on 7th December 2013 at the hospital in Kahawa Wendani.
- Kenya Association of Muslim Medical Professionals (KAMMP), through Shifachem Limited Mombasa – Medical camp held during the Maulid Festival on 30th January and 1st February 2014.
- Citizens Neighbourhood Network – Medical camp held on 25th and 26th January 2014 at Lunga Lunga Township, South Coast.

"I hereby wish to register our appreciation for the kind donation of medicines received towards free medical camp to be held on 9th April 2014. We are very grateful for the donation and wish you a very successful business in health industry."

**Samson P. Mwendwa, Administrator, Al-Gadhir Medical Clinic.**

"On behalf of the Staff and Management Board of Mariakani Cottage Hospital, I would like to register my deepest appreciation for the support extended to us by your organisation through the drug donations. We would not have achieved all these without your support."

## TIPS ON CUSTOMER SERVICE



Customer service is an integral part of our job and should not be seen as an extension of it. A company's most vital asset is its customers. The People aspect of business is really what it is all about. Think of customers as individuals. Once we think that way, we realize our business is our customer, not our product or services. Putting all the focus on the merchandise in our store, or the services our corporation offers, leaves out the most important component. When you satisfy our customers, they not only help us grow by continuing to do business with you, but recommend you to friends and associates.

1. Remember there is no way that the quality of customer service can exceed the quality of the people who provide it. Companies don't help customers... people do.
2. Realize that your people will treat your customer the way they are treated. Employees take their cue from management. Consistent rude customer service is a reflection not as much on the employee as on management.
3. Do you know who your customers are? Could you call them by name?

All of us like to feel important; calling someone by name is a simple way to do it and lets them know you value them as customers.

4. Do your customers know who you are? A visible management is an asset.
5. For good customer service, go the extra mile. Include a thank-you note in a customer's package; send a birthday card; clip the article when you see their name or photo in print; write a congratulatory note when they get a promotion.
6. Are your customers greeted when they walk in the door or at least within 30-40 seconds upon entering?
7. Give customers the benefit of the doubt. Proving to him why he's wrong and you're right isn't worth losing a customer over.
8. If a customer makes a request for something special, do everything you can to say yes.
9. Are your customer service associates properly trained on how to handle a customer complaint or an irate person? Give them guidelines for what to say and do in every conceivable case.
10. Want to know what your customers think of your company? Ask them! Compose a "How're We Doing?"

## FIRST AID KITS.

### Basic Supplies

- Adhesive tape.
- Antibiotic ointment.
- Antiseptic solution or towelettes.
- Bandages including a roll of elastic wrap, and bandage strips in assorted sizes.
- Instant cold packs.
- Cotton balls and cotton-tipped swabs.
- Disposable latex or synthetic gloves, at least 2 pairs.
- Duct tape.
- Gauze pads and roller gauze in assorted sizes.
- Eye goggles.
- First aid manual.
- Petroleum jelly or other lubricant.
- Plastic bags for the disposal of contaminated materials.
- Safety pins in assorted sizes.
- Tooth preservation kit consisting of salt solution and sealable travel case.
- Scissors, tweezers and a needle.
- Soap or instant hand sanitizer.
- Sterile eye wash, such as saline solution.
- Thermometer.
- Triangular bandage.
- Medications.
- Activated charcoal.
- Aloe Vera Gel.
- Anti-diarrhoea medication e. g Dialin Capsules.
- Over the counter oral antihistamine e. g Codimex CT.
- Aspirin and non aspirin pain relievers e. g Cetamol, Aspec.
- Calamine lotion.
- Over the counter hydrocortisone cream e.g. Lucin cream.
- Personal medication that do not need refrigeration.
- Syringe, medicine cup or spoon.

Check your first aid kits regularly, at least every three months. Take a first aid course to prepare for a possible medical emergency.

Prepare the children for medical emergencies in age appropriate ways.



## DO NOT'S AFTER A MEAL

1. Don't smoke - Experiment from experts proves that smoking a cigarette after meal is comparable to smoking 10 cigarettes (chances of cancer is higher).
2. Don't eat fruits immediately - Immediately eating fruits after meals will cause stomach to be bloated with air. Therefore take fruit 1-2 hr after meal or 1hr before meal.
3. Don't drink tea - Because tea leaves contain a high content of acid. This substance will cause the Protein content in the food we consume to be hardened thus difficult to digest.
4. Don't loosen your belt - Loosening the belt after a meal will easily cause the intestine to be twisted and blocked.
5. Don't bathe - Bathing will cause the increase of blood flow to the hands, legs and body thus the amount of blood around the stomach will therefore decrease. This will weaken the digestive system in our stomach.
6. Don't walk about - People always say that after a meal walk a hundred steps and you will live till 99. In actual fact this is not true. Walking will cause the digestive system to be unable to absorb the nutrition from the food we intake.
7. Don't sleep immediately - The food we intake will not be able to digest properly. Thus will lead to gastric and infection in our intestine.

# ACTIVITY CORNER

## Medical Quote

“A medicine cat has no time for doubt. Put your energy into today and stop worrying about the past.”  
Erin Hunter, *Rising Storm*

## Wordsearch

Try and find the bones hidden in the box, they may be horizontal, vertical, diagonal, forwards or backwards.

B	R	M	D	A	K	G	A	P	N	T	V	L	T	T	T	M	B	J
G	N	X	U	B	L	V	C	L	N	A	M	S	L	M	T	F	E	T
J	N	Y	V	I	C	L	O	E	L	V	Q	A	U	Y	O	D	G	O
V	J	C	J	L	H	P	I	U	P	E	W	B	P	I	M	T	V	A
N	R	C	M	L	V	C	B	X	A	U	T	V	X	M	D	K	E	T
W	M	O	A	H	J	I	S	H	A	N	O	A	B	B	I	A	O	A
M	C	C	N	F	F	J	I	I	I	M	L	V	P	P	H	P	R	B
R	S	L	Y	E	E	S	V	L	V	T	O	U	H	V	V	U	T	C
E	I	A	A	C	H	M	C	Q	L	E	A	A	G	E	E	B	O	E
C	T	B	C	V	B	D	U	A	S	I	L	L	R	R	S	I	M	L
C	V	U	S	R	I	H	I	R	P	A	U	T	U	L	U	S	M	B
D	S	M	V	W	U	C	G	O	N	U	E	M	A	S	R	X	U	I
V	A	T	D	I	A	M	L	G	M	B	L	P	H	B	E	L	N	D
Q	D	N	V	A	P	V	E	E	R	H	R	A	M	P	M	B	R	N
B	R	R	V	I	T	S	O	A	N	A	T	I	J	J	U	J	E	A
I	B	B	J	T	J	R	E	V	C	H	T	E	Z	A	H	V	T	M
B	L	S	L	A	P	R	A	C	A	T	E	M	G	T	I	L	S	B
G	A	I	M	I	T	M	R	H	G	D	H	R	D	V	C	I	L	G
C	B	O	E	T	M	V	E	E	L	L	U	K	S	T	I	L	J	Z

- |          |         |             |           |         |          |
|----------|---------|-------------|-----------|---------|----------|
| CARPALS  | FEMUR   | ISCHIUM     | PATELLA   | RIBS    | STERNUM  |
| CLAVICLE | FIBULA  | MANDIBLE    | PHALANGES | SACRUM  | TALUS    |
| COCCYX   | HUMERUS | MAXILLA     | PUBIS     | SCAPULA | ULNA     |
| ETHMOID  | ILLIUM  | METACARPALS | RADIUS    | SKULL   | VERTEBRA |

## Brain Teasers

- Three men walk into a hotel and rented a room for 30 pounds. The hotel manager realised the room should have been only 25 pounds, so he sent the dishonest bellboy and told him to give 5 pounds back to the men. The bellboy cheated and said to the three men the room was actually 27 pounds and gave them 3 pounds back and donated the other to his favourite charity. Where is the missing pound because  $25+4=29$ ?
- The day before yesterday, Chris was 7 years old. Next year, she'll turn 10. How is it possible?
- The maker doesn't need it, the owner doesn't want it, the user doesn't know he is using it, what is it?

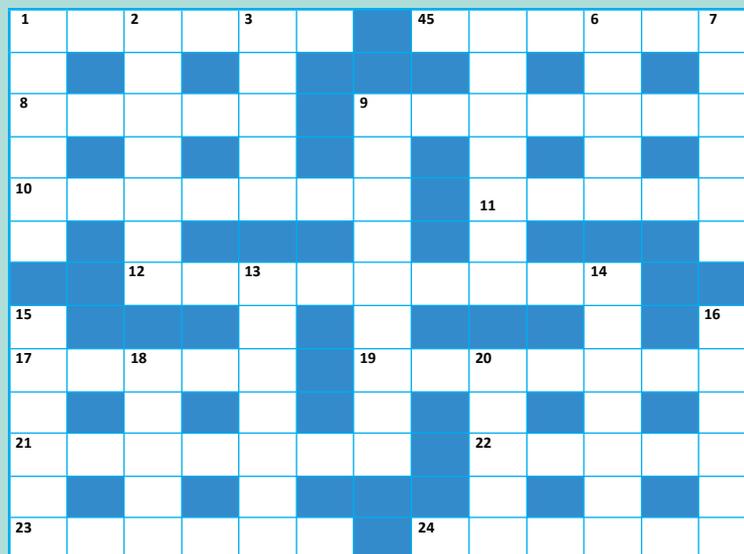


“It's normal for a man your age to have chest pains when he drips hot, melted pizza cheese on his shirt.”

### Across

- Abscond (6)
- Habitual (6)
- Constructed (5)
- Aerial (7)
- Become Airborne (4,3)
- When expected (2,3)
- Fussy fault-finder (9)
- Root Vegetable (5)
- Earthenware dish rentier (anag) (7)
- Renounced (7)

## Quick Crossword



### Down

- Formal discussion (6)
- Cowardly (7)
- Same here! (2,3)
- Prospect (7)
- Short Uniform coat (5)
- Spread (anag) (6)
- Troubled (9)
- Mathematical proposition (7)
- Apparel (7)
- Landed property (6)
- Summon by sign (6)
- Scottish (or Irish) twerp (5)
- Ransack (5)