HEALTHPARTNER

A Regal Pharmaceuticals Newsletter

Issue # 2

TO ALL OUR DEAR ESTEEMED READERS!

Hello and welcome to our second issue of our newsletter – The Health Partner. As promised, it is more educative, interactive and fun.

We wish to thank you all for your continued support and contributions. We appreciate the feedback and suggestions towards continuous improvement of our newsletter.

We promise to continue giving you more content even as we welcome contributions and suggestions from the staff and all our partners through info@regalpharmaceuticals.com or through the editorial team.

In this issue we shall get a word from the Marketing Director Regal Pharmaceuticals Ltd – Dr. Shalin Vora.

We will also highlight the various activities and events carried out at Regal Pharmaceuticals Ltd to ensure continued quality and customer satisfaction, cover some activities carried out by the Sales and Marketing team, as well as sample the Corporate Social Responsibility activities carried out in partnership with other charity organizations to assist in holding successful medical camps.

October is a special month at Regal Pharmaceuticals Ltd where we commemorate and fondly remember our founder Dr. M.K.V Shah which will be covered in this issue as well.

In addition we will have, a business corner where we will share some tips on customer management, staff training, engagements updates, Healthy living tips including first aid tips.

In the activity corner we will get you involved in various fun activities including word search, crossword puzzles, some brain teasers and a humor corner.

Be sure to get answers to the various activities featured in the activity corner of our 1st issue of the Health Partner here in.

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

Ephantus Kamau-Editor.

INTRODUCING REGAL PHARMA (U) LTD

We take immense pride in introducing Regal Pharma (U) Ltd. The growing demand of our products in the Uganda market and the need for improved customer service and satisfaction has led to the commissioning of a direct representation through Regal Pharma (U) Ltd.

This office will serve as a local technical representative, a marketing office as well as an importer of goods coming to the Uganda market.

The office contact details are as follows:
Plot No.32, Level-5, Padre Pio House
Lumumba Avenue, Nakasero - Kampala, Uganda
P.O. Box 75730, Kampala, Uganda
Contact Person: Nileshkumar Bramhbhatt
Tel: +256 772 720120, +256 414 663102
Email: info@uganda.regalpharma.com
nilesh@uganda.regalpharma.com

Dr. Rohin Vora - C.E.O Regal Pharmaceuticals Ltd addresses guests and partners during the launch of Regal Pharma (U) Ltd at Hotel Golf Course Uganda.

On 7th November 2014 Directors of Regal Pharmaceuticals Ltd joined Uganda customers to mark the launch of Regal Pharma (U) Ltd. During the ceremony, Abacus Pharma (A) Ltd was presented with the life time partner award. Awards were also presented to the best regional customers and the best supporting doctors in Uganda.

We take this opportunity to congratulate and wish Regal Pharma (U) Ltd success in their endeavor to keep up the promise on quality with good customer service.

A WORD FROM THE MARKETING DIRECTOR

Dr. Shalin Vora
Marketing Director,
Regal Pharmaceuticals Ltd.

The pharmaceutical industry is a highly competitive market both locally and regionally. Our continued investment in marketing, promotion and customer service has seen us succeed and thrive in this market. We have strived to offer high quality, cost effective medicines always bearing in mind our "motto" on quality, accurate and timely deliveries with good customer service.

Our continuous and vigorous implementation of our marketing strategies has seen our market grow over time.

Our local markets include: The Government of Kenya through KEMSA, County Hospitals, NGO's, Private Hospitals and the local consumer market through a net work of distributors and pharmacies.

The export market has continued to register tremendous growth with our products available in countries including Uganda, Tanzania, Rwanda, Burundi, Zambia, Malawi, DRC and Seychelles. The marketing team continues to prospect other countries within East and Central Africa.

A major development in the regional market is the opening of a marketing office in Uganda – Regal Pharma (U) Ltd. This has been occasioned by the growing demand for our products in the Uganda market and the need to effectively serve our customers.

The growth in both local and export market has been achieved through the dedication and support of an able and dedicated sales and marketing team which has managed to create and maintain a market niche through delivering the promise on quality and service through a robust market feedback system.

All of these sales and marketing efforts are geared towards achieving our vision of becoming the market leader in the manufacture and provision of quality pharmaceutical products in Africa.

We have continually supported and participated in various medical camps and community activities as part of our CSR including as well as always having the employee's welfare at heart.

I wish to thank all our business partners, distributors, retailers and consumers, with a promise to deliver quality, cost effective medicines in a timely and accurate manner.

We highly welcome your feedback through our website www.regalpharmaceuticals.com.

I wish you a great time as you read through this 2nd issue of The Health Partner.

Asanteni Sana!

Staff Appointments / Training

Regal Pharmaceuticals Limited as a responsible and ethical employer continues to invest in qualified and dedicated staff. This is in line with the full realization 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. Sandra Ogolla – Regulatory Affairs and Research & Development Management Trainee

Fredrick Barasa – Assistant Production Manager

In line with continuous staff improvement and development of its staff Regal Pharmaceuticals Limited continues to sponsor staff to various seminars, workshops and training.

The Head of Quality Assurance Mrs. Namrata Mehta attended a three days East African Community & PTB workshop (23rd – 25th September 2014) on Planning and Execution of Audits for the Pharmaceutical Industry at Kilimanjaro School of Pharmacy, Moshi, Tanzania.

The Production Manager Mr. Danson Ngari attended a training conducted by Purdue University in conjunction with Kilimanjaro School of Pharmacy (KSP) in Moshi – Tanzania from 1st to 12th September 2014. The training was mainly about Quality Management System (QMS).

EATING FRUIT

DON'T EAT FRUIT AFTER MEALS! FRUITS SHOULD BE EATEN ON AN EMPTY STOMACH.

It will play a major role to detoxify your system, supplying a great deal of energy for weight loss and other life activities.

Gray hair, balding, nervous outburst, and dark circles under eyes will NOT happen by taking fruit on an empty stomach.

Master the correct way of eating fruits, and you will have beauty, longevity, health, energy, happiness and normal weight.

Drink only fresh fruit juice, NOT from the cans. Don't even drink juice that has been heated up.

Eating a whole fruit is better than drinking the juice. If you should drink the juice, drink it mouthful by mouthful slowly, because you must let it mix with your saliva before swallowing it.

www.regalpharmaceuticals.com

CEO's BIRTHDAY

Our Director, Dr. Rohin Vora celebrated his 45th birthday in September 2014. A mouth-watering cake was shared among the team in celebration of his life. We wish him continued good health, wealth and wisdom.

Regal Pharmaceuticals Ltd management staff share a light moment during the CEO's birthday.

REGAL PARTICIPATES IN CONFERENCES AND CONTINUOUS MEDICAL EDUCATION

Regal Pharmaceuticals has continued to support the medical fraternity through participation in conferences and events organized by various professional bodies. Some of the recent activities include:-

- Our representatives attended the Kenya Pharmaceutical Association's (KPA) Annual Scientific Conference held on 1st and 2nd August 2014 at Pride Inn Hotel in Nairobi.
- Our representatives attended the Kenya Pharmaceutical Association's (KPA) Nairobi branch meeting on held on 1st and 2nd August 2014 at 680 Hotel in Nairobi.
- Our representatives attended the Pharmaceutical Society of Kenya (PSK) Nairobi branch meeting held on 25th June 2014 at KICC Nairobi.
- Our representatives attended the Kenya Medical Association's (KMA) Annual Scientific Conference held on 23rd to 26th April 2014 at Temple Point Resort, Watamu Mombasa.
- Our representatives attended the Kenya Association of Dermatologists (KAD) Annual Scientific Conference held on 29th May to 1st June 2014 at Temple Point Resort, Watamu Mombasa.

Participants follow presentations during a CME held at Tin Tin Restaurant KICC Nairobi.

Dr. M.K.V SHAH MEMORIAL

On 10th October 2014, the Regal Pharmaceuticals family came together for the memorial of the founding Director, the Late Dr. M. K. V. Shah who passed away in October 2005. The employees remembered him for his hardworking and kind personality. They remembered the humble start the Company had come from and appreciated the guidance of the current Directors for leading the Company to even greater heights. The family of the founding Director shared some goodies with the employees in his memory.

Regal Pharmaceuticals Ltd staff receive goodies from the Directors during the memorial.

CUSTOMER MANAGEMENT

1. Keeping existing customers is cheaper than finding new ones. Are your sales people calling on your existing customers? Do your customer service people understand the value of keeping these current customers satisfied? Does everyone in the operation know that "customer service" is part of their job too?
2. Actively listen. Listen to your customers, your employees, your suppliers, and anyone else who comes in contact with your business. Honestly evaluate what they have to say, without letting your ego get in the way, and you will probably learn something that benefits your business.
3. "Doctor" your customers. Everyone wants to think they are special. You can make your customers feel special if you treat them like your family doctor treats you. For the time you are with them, concentrate on them and what they are telling you. Exclude everything else for that period of time.
4. It's the Customer, Stupid. To paraphrase that popular, and successful, quote from Bill Clinton's 1992 campaign: The single most important aspect of your business is your customers. Make sure your entire team understands that - and acts like they understand it.
5. Follow through on Sales Promises. Don't let your sales people make promises the company can't meet. If they tell a customer they can have 100 gross of widgets "tomorrow before 10", they better be sure that many are already in the warehouse. Nothing loses customers faster than broken promises.

Quality customer service is based on three essentials: respect, value and a human approach. When you first apply these to the way you manage your own staff, you will be able to apply them towards Customers.

FIRST AID Hyperventilation.

Hyperventilation is excessive breathing, it is normally caused by acute anxiety and it may accompany a panic attack, it can also occur in individuals who have recently experienced an emotional or psychological shock.

Record:

- Unnaturally fast deep breathing.
- Attention seeking behavior.
- Dizziness.
- Feeling faint.
- Trembling or marked tingling in the hands and cramps in the hands and feet.

Treatment:

- Speak to them firmly, but be kind and reassuring.
- Remove them to a place that is quiet.
- If this is not possible ask bystanders to leave or turn away.

Further:

Encourage the casualty to see their own doctor about preventing and controlling panic attacks in future. Remove the casualty from the cause of distress, to reassure them and calm them down.

Panic Attack:

A panic attack is a sudden rush of overwhelming fear that often occurs without warning or any obvious reason.

Record:

- Hyperventilation and fast breathing result in lack of carbon dioxide in blood.
- Palpitations.
- Nervous behavior.
- Difficulty swallowing or breathing.
- Trembling.

Treatment:

- Take the casualty to a quiet place.
- Be reassuring but firm.
- Remain with casualty until panic attack is over.
- Advise casualty to see their doctor.

Aim at:

- Calming the casualty.
- Encouraging them to regain control and seek medical advice.

CSR ACTIVITIES
Our Contribution to the Society

Regal Pharmaceuticals Ltd's Josphat Karuri hands over Ibumex Gel - a pain relief Gel to the Chairman, FKF Nairobi Branch Michael Ouma on behalf of the teams

Regal Pharmaceuticals Ltd has continued partnering with various organisations in organising medical camps through donation of medicines towards helping the less privileged people in the society. The organisations include:

- Unjiru Development Network
- Jubilee Christian Church
- Worldcomp Kenya Relief International

".....This has gone a long way in supporting our outreach activities.....Thank you so much for your support and we look forward in partnering together again and again as we serve God in this area." Osborn Ndong'a - Country Director and CEO, Worldcomp Kenya International.

- Missioners of Hope.
- Medical Students for Action (MEFSA-UON)
- Action in focus
- Memon Women's Association

Regal Pharmaceuticals Ltd through Football Kenya Federation - Nairobi County Branch also donated Ibumex Gel - a Pain relief Gel to football teams that participated in the mini league between 21st and 25th October 2014.

Medical Quote

"The doctor sees all the weakness of mankind; the lawyer all the wickedness, the theologian all the stupidity."
Arthur Schopenhauer

Wordsearch

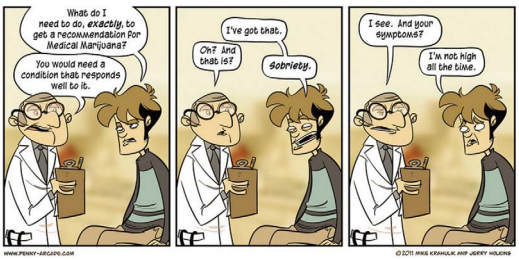
Try and find the bones hidden in the box, they may be horizontal, vertical, diagonal, forwards or backwards.

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

Aerobics	Biceps	Fitness	Medicine Ball	Physique
AthleticsWWW	Bike	Gymnasium	Muscles	Push Ups
Balancebeam	Body Building	Health	Nutrition	Rings
Barbel	Deltoid	Horse	Parallel Bars	Rowing Machine
Exercise	Diet	Jogging	Pectoral	Running
Sport	Swimming	Trainer	Tramboline	Treadmill
Triceps	Weights	Workout		

Brain Teasers

1. Prisoner is in jail. There are two doors, one leads to freedom one leads to death. There is a guard at each door. One guard always tells the truth, the other always tells lies. The prisoner is allowed one question to either of the guards.
   What is the question that will take him to freedom?
2. What is so fragile that when you say its name, you break it?
3. There is a granddad, a dad and 2 sons. They all go hunting and they all shoot a bird each but only 3 fell to the ground. Why?
4. I have no voice yet I speak to you, I tell of all things in the world that people do. I have leaves, but I am not a tree, I have pages, but I am not a bride. I have a spine and hinges but I am not a man or a door, I have told you all I cannot tell you more.
   What am I?

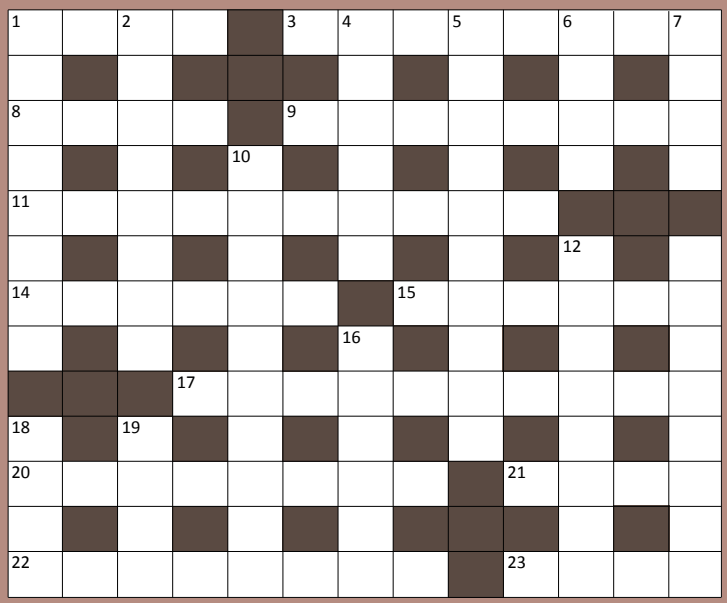


Health Partner Issue 1 Answers.

1. *There is no missing pound. There are 25 pounds in the till,2 pounds in the messengers pocket,3 pounds – 1 in each of the men's pockets, and they have paid 9 pounds each - =27 pounds. The messengers 2 pounds should be added to the manageres 25 pounds or subtracted from the men's 27 pounds not added to their 27 pounds. i.e. 25+3+2.*
2. *Today is January 1st, yesterday December 31st was Chris 8th birthday, on December 30th he was still 7, this year he will turn 9 and next year he will turn 10.*
3. *A coffin.*

Across

1. (Work as a) cleaner (4)
3. Dire (8)
8. Incline (4)
9. One of the Beckhams (8)
11. Sleepiness (10)
14. Missing (6)
15. Looking glass (6)
17. Academic (10)
20. Spring Flowering Plant (8)
21. Smear (4)
22. Time without end (8)
23. Gatehead's river (4)



Down

1. Period of chilly weather (4,4)
2. Scaremonger (8)
4. Brought up (6)
5. Let-Down (10)
6. Bifurcation (10)
7. Burden (4)
10. Link (10)
12. Region of N.W France (8)
13. Container for melting metal (8)
16. Mollycoddle (6)
18. Thigh/Shin connector (4)
19. Gaelic (4)

Across: 1.Decamp 4.Wonted 8.Built 9.Antenna 10.Takeoff 11.Oncue 12.Nitpicker 17. Swede 19.Terrine 21.Adjured
Down: 1.Debate 2.Chicken 3.Metoo 5.Outlook 6.Tunic 7.Drapes 9.Afflicted 13.Theorem 14.Raiment 15.Estate 16.Beckon 18.Feijit 20.Rifle