

SHAIGAN Intercom

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SHAIGAN

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SHAIGAN SUPER LEAGUE



Third Winner of Shaigan Super League: *QC FALCON*

Shaigan Pharmaceuticals (Pvt.) Ltd. had organized the Inter Departmental Cricket Tournament “Shaigan Super League (SSL)” from 15 to 16 April, 2019. Our eight departments participated in the tournament.

*1. Shaigan Lengends 2. Shaigan Sultan
3. Shaigan Paradise 4. Production Tigers
5. Shaheen Chasers 6. QC Falcons
7. Supply Chain Titans 8. Shaigan United.*

Supply Chain Titans



Shaigan United



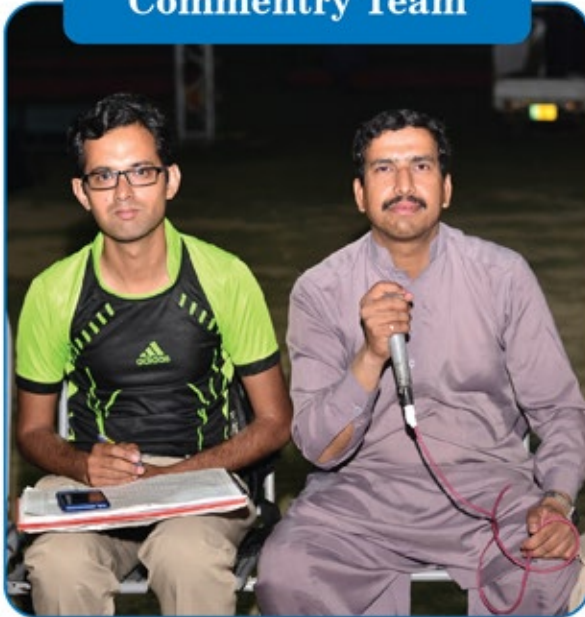
Shaigan Sultan



QC Falcon



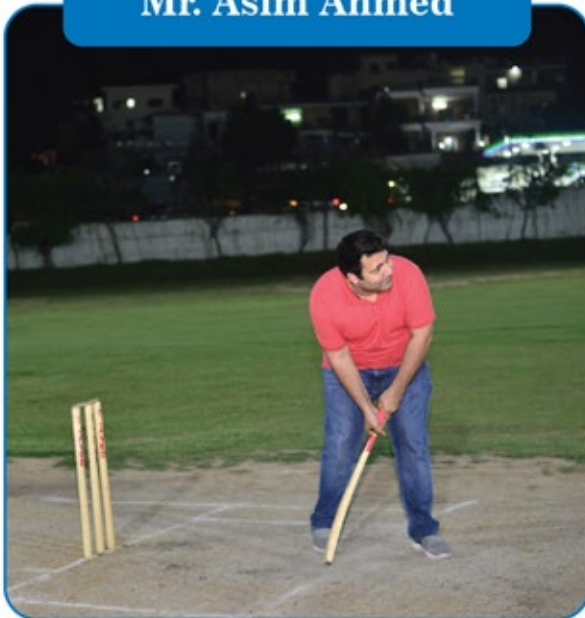
Commentry Team



Welcome To Mr. Asim Ahmed (Executive Director)



Mr. Asim Ahmed



Management of SSL



Ten SSL matches were played over the course of two days. Shaigan Sultan was nominated for the final match as it scored highest run rate. Semifinal was played between QC Falcons vs Shaigan United. QC Falcon won the match and

qualified for the final match.

Final match played between QC Falcon vs Shaigan Sultan. QC Falcon won the Third Shaigan Super League. Mr. Asim Ahmed (Executive Director) distributed the prizes. Mr. Waseem (QC Falcon) did an outstanding

performance and was declared the best batsman of the tournament. Mr. Raheem Shah's (Shaigan United) superb bowling landed him as the best bowler of the tournament.

Final Match Toss



Best Bowler



Runner Up Team



Best Batsman



The winning team's Captain Mr. Kismat Ullah "QC Falcon" lifted the winning trophy.





Co Benz Launch

We are glad to introduce you our latest development, **Co-Benz** the powerful analgesic to relieve from severe pain. It was a very well planned launch of Khyber-II Business unit from Shaigan platform.

Two days mega launching ceremony was arranged to ensure field force motivation. The occasion was honored by the presence of Respected Director Operations. Respective Heads of other Departments were also present. The team was introduced in a unique way of Co-Benz brand theme. Future business avenues and opportunities were discussed with the team followed by the lucrative Incentive policy. The first day was adjourned with a beautiful musical show. The objective of Day 1 was to fully energize and motivate team, which was successfully accomplished.

On the second day of launching the entire team

was provided with complete product knowledge through a comprehensive training session. To improve confidence and chamber performance of team Khyber-II, a detailing competition was also conducted and all the field force contributed to making it sure that each individual is fully ready for a successful Co-Benz launch. Best 3 detailers were awarded prizes by GM Marketing & Sales (Syed Asrar Shah).

In the end, the team expressed commitment to thrive for achieving the corporate goal of making Co-Benz one of successful launches of Pakistan Pharma Industry.





RUWIN DS 400MG CAPSULE LAUNCH

SHAIGAN pharmaceutical launched another product Ruwin DS 400MG capsule which contain cefixime 400mg, it is a broad spectrum antibiotic and recommended for the treatment of multiple infections, in which some common infections are RTIs, PIDs, UTIs, Typhoid fever & Gastritis.

Launch training program was held in Ambassador Hotel, Lahore, It was three days program. Participants came from all over the Pakistan. To welcome the participant 1st night we arranged a cultural program, 2nd day training session on anatomy, pathology trained by FASIHA QAISER (S.Training manager), Product part training done by IBRAR MOBREEN (Product Manager).

Last day Prizes Distributed by ZAR SHARAF (Head of Marketing & Sales) & MR M.ASIF (Business Manager) among Best three

detailers, Top four TM achievers pre-launch activity region wise & one area sales manager pan Pakistan .

Cake cutting ceremony was held in hotel and cake cut by MEDISURG sales and marketing team.

In last each participant gets a memorable souvenir from management for their home.

After all these activities all team members committed for the best launch in SHAIGAN history and Ruwin DS 400MG capsule product also help to fulfill SHAIGAN pharmaceutical objectives in future.





EYPROST LAUNCH (Travoprost, U.S.P)

Shaigan Pharmaceutical is one of the growing company in pharmaceutical market with complete range of dosage forms.
To treat and manage ocular hypertension

recently Shaigan Pharmaceutical launch new product EYPROST for the treatment of Glaucoma.





Ophthalmic Society of Pakistan CONGRESS

Glaucoma is a group of eye diseases that cause progressive damage of the optic nerve at the point where it leaves the eye to carry visual information to the brain.

If left untreated, most types of glaucoma progress (without warning nor obvious symptoms to the patient) towards gradually worsening visual damage and may lead to

blindness. Once incurred, visual damage is mostly irreversible, and this has led to glaucoma being described as the “silent blinding disease” or the “sneak thief of sight”. Glaucoma is the second most common cause of blindness worldwide.

Shaigan Pharmaceutical actively participated in Glaucoma week for disease awareness





SHAIGAN

12th Khyber EyeCon

Meet The Expert

Saturday 23rd February

Booth 1	
Phacoemulsification (Dr. Tanveer Chaudhry)	Time: 2:30 - 3:30pm
Retinal Venous Occlusion (Dr. Sanan Umeed)	Time: 3:30 - 4:30pm
Glaucoma Surgical Treatment (Dr. Muhammad Naqash Sadig)	Time: 4:30 - 5:30pm

Booth 2	
Manual Small Incision Cataract Surgery (Dr. Khurshid ul Malik)	Time: 2:30 - 3:30pm
Diabetic Retinopathy/Maculopathy (Dr. Amer Awon)	Time: 3:30 - 4:30pm
Glaucoma Medical Treatment (Dr. Syed Imtiaz Ali)	Time: 4:30 - 5:30pm

Courtesy By:
SHAIGAN Pharmaceuticals (Pvt.) Limited
www.shaigan.com



GLAUCOMA WEEK

**Rawal Institution (Rawalpindi),
Mughal Eye Hospital (Lahore), SIVOS (Hyderabad)**





کالا موتیا اندھے پن کی بڑی وجہ، بروقت علاج ضروری، ماہرین

میرٹھل الرٹن سوسائٹی (جنگ گروپ آف نیوز پیپر) اور شاگان فاؤنڈیشن (ایس ایم ایف) کی اگلی مہم، بچاؤ کی تدابیر کی رپورٹ

بھارتی ماہرین کی سربراہی میں ایک وفد نے پاکستان کے مختلف شہروں میں ایک سلسلہ وار کارروائی کی۔ انھوں نے اندھے پن کی بڑی وجہ، کالا موتیا (GLAUCOMA) کی اگلی مہم، بچاؤ کی تدابیر کی رپورٹ پیش کی۔

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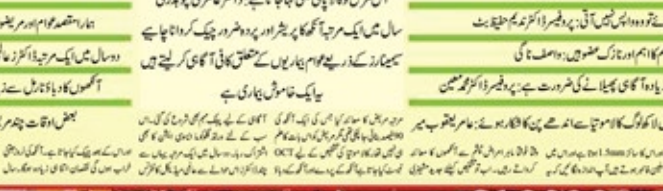
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IMTAXEN LAUNCH

(Sumatriptan + Naproxen Sodium) 85/500mg

A migraine is a primary headache disorder characterized by recurrent headaches that are moderate to severe. Typically, the headaches affect one half of the head, are pulsating in nature, and last from two to 72 hours. Associated symptoms may include nausea, vomiting, and sensitivity to light, sound, or smell. The pain is generally made worse by physical activity.

SHAIGAN Pharmaceuticals Pvt Ltd is proud to launch IMTAXEN for treatment of acute migraine attack.

IMTAXEN is a prescription medicine that contains sumatriptan and naproxen sodium (a NSAID) and is indicated for the treatment of acute migraine headaches with or without aura

in patients 12 years of age and older.

"Through our launch of IMTAXEN Shaigan is providing patients with access to high quality and a lower-cost treatment for acute migraine headaches. IMTAXEN offers reduced pill burden. Shaigan views IMTAXEN as an important part of its business," said Mr. Aamer Mir General Manager Marketing & Sales, during Sales Team training and launch session at Lahore Country Club.





FAMOT OTC Campaign

Neuromed group arranged seminars on Heartburn & Dyspepsia "FAMOT OTC Campaign" for HCPs across Pakistan. Ten seminars were arranged at Mingora, Dera

Ismail Khan, Faisalabad, Bahawalnagar, Dera Ghazi Khan, Layyah, Sukkur, Jacobabad, Mirpur Khas and Nawab Shah attended by more than 700 HCPs.





DULEXIN RE – LAUNCH

Dulexin Re-Launch was the most awaited event of Ortho Business Unit for the year 2019. This event took place in heart of Pakistan, Lahore at Lahore Country Club on Feb-6 & 7, 2019.

This was interactive and participative session of two days for Ortho Business Unit. The session was started with the recitation of Holy Quran. The “Dulexin Re-Launch” theme was revealed by GM(MKT & Sales) and Sr. BUM and followed by the opening remarks by GM(MKT & Sales) Mr. Syed Asrar Shah. Senior Business Unit Manager Mr. Rizwan Shafiq Bhatti elaborated the objectives of the Dulexin Re-Launch. The training session was conducted by Senior Training Manager Miss Fasiha Qaisar. Senior Product Manager Mr. Amjad iqbal formulated the Product and targeted segment to the Field Force.

There was also healthy competition of Model and Situational detailing of Dulexin. Prizes were given to first three position holders. “Dulexin Ka Don” the punching competition won by Mr. Kashif (TM) from Sahiwal. GM(MKT & Sales) and Sr. BUM distributed the Dulexin Re-Launch souvenir to the Field Force.





تخیل سارے جھوٹے ہیں
محبت ماں کا بوسہ ہے



Mother's Day May, 2019

Mother's Day is a day which is observed world - wide with lots of love and respect. Femicare engaged numerous health care professionals

like doctors and made arrangements to observe this day with plenty of immense admiration, respect and esteem for mothers.





Diabetic Foot Ulcers

Sheharyar Saeed Malik
(Marketing Executive Medical Information)

Diabetes mellitus or High sugar level in blood is a metabolic disorder which occurs when the body can't use glucose normally. Glucose is the main source of energy for the body's cells. The levels of glucose in the blood are controlled by a hormone called insulin, which is made by the pancreas.

Diabetes on the rise:

There are about 347 million people suffering from Diabetes in the world and it is predicted that the number would be doubled by 2030.

In Pakistan, the number of people with diabetes has increased three times from 8.7 per cent in the 1994-98 survey to 26.3 per cent in the 2016-17 survey. Diabetic foot ulcers occur in 15% of patients with diabetes in their life

time.

Foot care is an especially important part of care for people with diabetes. Some of the effects of the disease increase the risk of foot problems and also increase the likelihood of complications. But proper diabetic foot care and attention can prevent most serious foot complications.

Why diabetic foot Develops

Due to impaired mechanism in DM, there is an increased risk of infection and poor wound healing due to series of mechanism which include decreased cell and growth factor response, diminished peripheral blood flow and low local angiogenesis. This results in peripheral vascular disease, damage to

peripheral nerves, deformities, ulcerations and gangrene, which can ultimately lead to amputation. A diabetic foot is a foot that exhibits any pathology that results directly from Diabetes mellitus or any long term complication of diabetes.

Symptoms of Diabetic foot include the following;

Loss of feeling, numbness or tingling sensation, blisters, ulcers or other wounds with or without pain, color discoloration, red streaks, wounds with or without drainage

The classification and definition of problem

1. The Neuropathic foot:

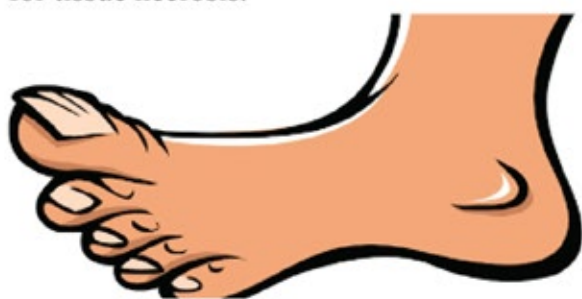
Where neuropathy predominates but the major arterial supply to the foot is intact. This may lead to fissures, bullae, neuropathic (Charcot) joint, neuropathic edema and digital necrosis

2. The Neuro-ischemic foot:

Is an ischemia which results from reduced arterial blood supply, which leads to pain at rest, ulceration on foot margins, digital necrosis and gangrene.

3. Infection:

It is rarely the only factor but often complicates neuropathy and ischaemia and is responsible for tissue necrosis.



Care of Healthy feet by a diabetic patient

1. Optimizing glycemic control
2. Regular inspection and examination of foot (lookout for any blister, cuts or scratches that can lead to infection)
3. Identification of early detection of problems like (swelling, color changes, corns, callus or

excessive dryness)

4. Appropriate footwear
5. Washing of feet in lukewarm water and making them dry.
6. Moisturizing the feet but not between toes
7. Cutting nails carefully and in straight line
8. Wearing clean and dry socks.
9. By not walking barefoot.

Corner stones of management of a diabetic foot by Health care professionals

- Prompt detection and intervention of the high-risk foot
- Education of patient and the family
- Medical management of diabetes and comorbid conditions
- Antibiotic coverage and vascular workup
- Consultations with:
 - ↳ Diabetologist
 - ↳ Infectious disease specialist
 - ↳ Foot and ankle surgeon
 - ↳ Vascular surgeon
 - ↳ Podiatrist
 - ↳ Prosthetist / orthotist
 - ↳ Physiotherapist
- Post-surgical surveillance/wound care
- Lifelong multidisciplinary clinic attendance.



Uncontrolled diabetes can cause damage to nerves and reduce sensation. Even small injuries, which develop without notice or pain can turn into ulcers, infections, and cause tissue death (gangrene) which can ultimately lead to AMPUTATION of a limb.



New Product Planning and Development

Sh. Saqib (A.M. Training)

Every company must develop new products. New product development shapes the company's future. Replacement products must be created to maintain or build sales. Customers want new products, and competitors will do their best to supply them.

"Why don't i create and sell the product?"

In order for a new product idea to succeed, it **MUST** be or have:

- Desirable attributes for their target market
- Be unique
- If the new product isn't, it is doomed to fail.

Stages of Product Development

1. Idea Generation

- An invention or innovation as a result of a gap in the current market
- An idea to produce a product or service not currently available
- Idea comes from Company employee, Customers, Competitors, Distributors and Suppliers

2. Idea Screening

- Not all ideas are good ones
- Marketers need to test consumer reaction to their idea before they continue
- Develop system to estimate: market size, manufacturing cost, and rate of return
- Throw the idea around and see what people think
- Evaluate these findings against set of company criteria for new products

3. Concept Development and Testing

- If the feedback from consumer and your business associates is positive, a prototype or sample is created
- This stage will allow you to see if the product works and to allow your target marketing to use it or provide feedback for improvement, etc.
- Product Idea: idea for a possible product that the company can see itself offering
- Product Concept: detailed version of the idea stated in meaningful consumer terms

4. Market Strategy

- The development of your marketing strategy
- Determine your target market and how to use the 4P's to optimally sell them your product

Part One Describes: the target market, planned product position sales, market share and profit goals.

Part Two Outlines the First Year's: product's planned price, distribution, and marketing budget

Part Three Describes Long Run: Sales and profit goals, marketing mix strategy

5. Feasibility Analysis / Business Analysis

- Often done at the same time as the product design and market strategy stages
- Involves a review of the sales, costs, and profit projections to assess fit with company objectives

Many questions are answered in this stage

For example

Materials or labor required?

Price of production?

Distribution channels?

Cost of promotion?

This analysis will simply answer the following question "Can we make a sell this product and make money doing it?"

If yes, move to the product development phase

6. Product Development

- What the product will look like?
- Design will depend on what it does and what the target market wants
- Develop concepts into physical product
- Calls for large jump in investment
- Prototypes are made
- Prototypes must have correct physical features and convey psychological characteristics

7. Marketing Test / Test Marketing

- Test acceptance of the product
- Product and program introduce in more realistic marketing setting.

- Usually occurs by offering the product to a random sample of your target market
- Customer feedback is used to improve the venture and determine whether the product should "go to market".

• Product Life Cycle begins and, it's life will be determined by the consumer market, competitions and further product advantage.

- Can be expensive and time consuming, but better than making major marketing mistake.

8. Commercialization

- Must decide on Timing: when to introduce the product?
- Must decide on where to introduce the product" single location, state region, national, international
- Must develop a market rollout plan. To whom? (Target – Market Prospects)
- How? (Introductory Market Strategy)



To Shaigan Family



Aamir Malik
HR Coordinator



Uzair Khan
Production Pharmacist



Adeel Mehmood
Packaging Material Assistant



M. Ahmed Goraya
Sr. QC Analyst



Hasnain Ayub
HR Coordinator



Syed Irtaza Abid
Procurement Coordinator



Shahana Samman
Research & Development Analyst



Irfan Iqbal
Sr. Product Manager

Congratulations



Amjad Iqbal
*Promoted as
Sr. Product Manager*



Khurram Shahzad Qureshi
*Promoted as
Business Unit Manager Institutions*



Umar Ahmed
*Promoted as
Assistant Manager HR*



Raja Umber Habib
*Promoted as
Group Product Manager*



Prepared By:

Sheikh Saqib

Edited By:

Fasiha Qaiser

Designed By:

Ahsan Naseem

