

SHAIGAN

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SHAIGAN

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It's *Life*
that *Smiles...*



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Compiled by : Sheikh Saqib

Prepared by: Fasiha Qaiser

Designed By: Malik M. Shaiq

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Dengue Fever!



by Manzoor khan Training manager

Dengue (pronounced DENgee) fever is a painful, debilitating mosquito-borne disease caused by dengue viruses. These viruses are related to the viruses that cause West Nile infection and yellow fever.

Prevalence

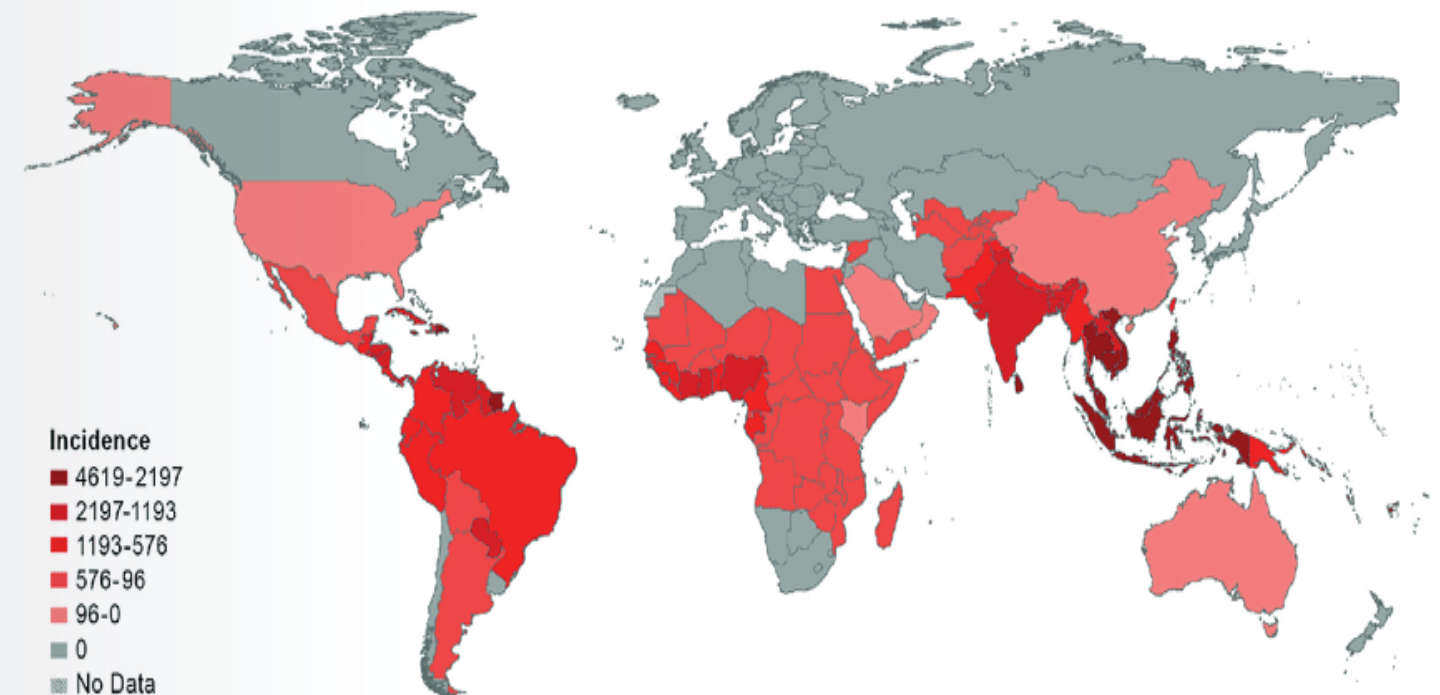
An estimated 400 million dengue infections occur worldwide each year, with about 96 million resulting in illness. Most cases occur in tropical areas of the world, with the greatest risk occurring in:

- The Indian subcontinent
- Southeast Asia
- Southern China
- Taiwan
- The Pacific Islands
- The Caribbean (except Cuba and the Cayman Islands)
- Mexico
- Africa
- Central and South America (except Chile, Paraguay, and Argentina)

Symptoms of Dengue Fever

Symptoms, which usually begin four to six days after infection and last for up to 10 days, may include

- Sudden, high fever, Severe headaches
- Pain behind the eyes
- Severe joint and muscle pain , Fatigue



- Nausea , Vomiting
- Skin rash, which appears two to five days after the onset of fever
- Mild bleeding (such a nose bleed, bleeding gums, or easy bruising)

However, serious problems can develop. These include dengue hemorrhagic fever, a rare complication characterized by damage to lymph and blood vessels, bleeding from the nose and gums, enlargement of the liver, and failure of the circulatory system. The symptoms may progress to massive bleeding, shock, and death. This is called dengue shock syndrome (DSS).

Diagnosing Dengue Fever

Doctors can diagnose dengue infection with a blood test i.e CBC (complete blood count).

Treatment for Dengue Fever

There is no specific medicine to treat dengue infection. If you think you may have dengue fever, you should use pain relievers

with acetaminophen and avoid medicines with aspirin, which could worsen bleeding. You should also rest, drink plenty of fluids, and see your doctor. If you start to feel worse in the first 24 hours after your fever goes down, you should get to a hospital immediately to be checked for complications.

Preventing Dengue Fever

The best way to prevent the disease is to prevent bites by infected mosquitoes, particularly if you are living in or traveling to a tropical area. This involves protecting yourself and making efforts to keep the mosquito population down. In 2019, the FDA approved a vaccine called Dengvaxia to help prevent the disease from occurring in adolescents aged 9 to 16 who have already been infected by dengue. But, there currently is no vaccine to prevent the general population from contracting it.

What is a dry eye?

by Sheharyar Saeed Malik

In healthy eyes, the cornea* is continuously kept wet and nourished by basal tears. Tears are produced in the lacrimal glands in the outer corners of your eyelids. They lubricate the eye, and help to keep it clear of dust. Blinking spontaneously spreads the tear as a film across your eye. But sometimes the tear film becomes unstable, and symptoms of Dry eye occur



Symptoms of Dryness

Ocular dryness, Irritation, Redness, Discharge, Burning, Photophobia, Easily fatigued eyes, Foreign body sensation, Grittiness (sand like feeling), Blurred vision

Causes of Dry eyes:

The following are the main causes of dry eye :

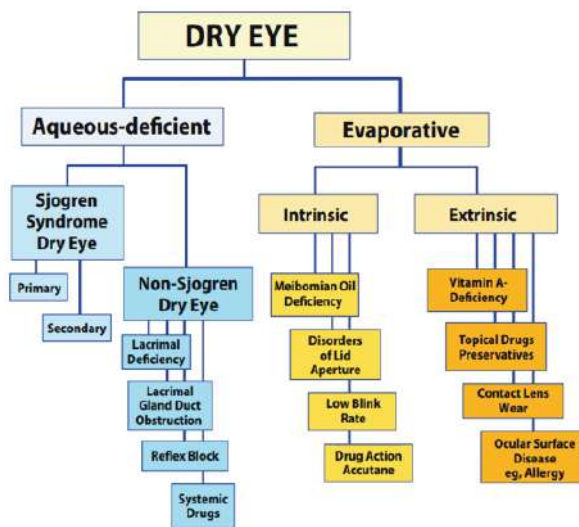
Natural aging process, menopause, certain drugs reactions like antihistamines, contact lenses, diseases like Sjogren's syndrome, Rheumatoid arthritis, and collagen vascular diseases, problems that don't allow your eyelids to close the way they should. eg: Palsy etc. Professionals working in environment like heat, using computers, mobiles and Smoking etc.

Dry eye syndrome (DES)

Syndrome is a group of symptoms which consistently occur together, or a condition characterized by a set of associated symptoms.

Dry eye syndrome also known as keratoconjunctivitis sicca(KCS), is the condition of having dry eye .

Keratoconjunctivitis sicca is dryness of the conjunctiva*** and cornea



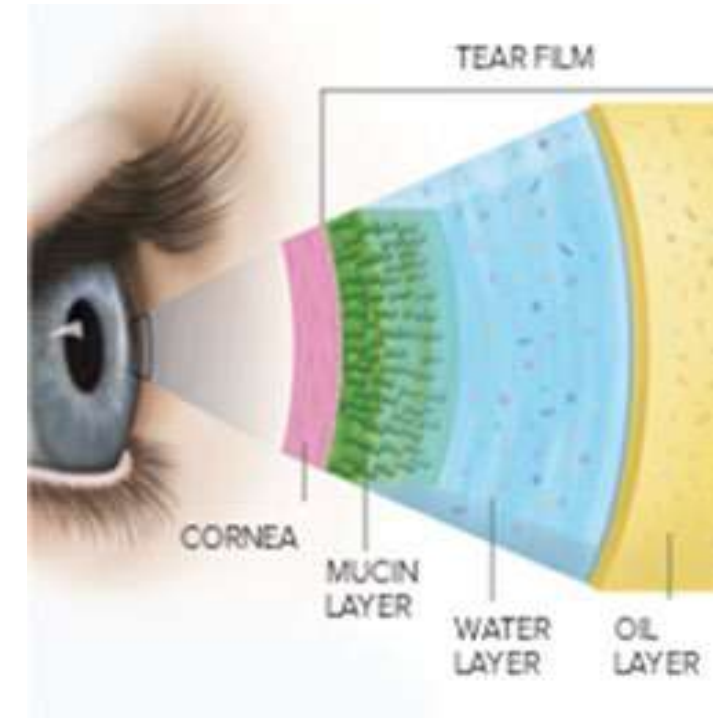
Layers of Tear:

The three layers work together to help maintain the health of our eyes and ward off infection and react to the presence of foreign body

1. Oil (lipid) layer,
2. water (aqueous) layer
3. Mucin layer (Glycosylated glycoproteins are secreted by non-keratinized, stratified squamous, epithelial cells of cornea and conjunctiva)

There are three types of tears:

- Psychic tears: Caused by extreme emotions. Eg: Happiness, sadness
- Basal tears: It keeps the cornea lubricated. Eg : Natural Tears
- Reflex tears: In response to something Eg: Onions, tear gas



*Cornea: It is clear layer in front of the iris and pupil. It is an Avascular, dome shape, transparent structure which gets oxygen from the air. The function of Cornea is to allow light to enter in the eye and let the people see.

**Mucins: are essential to maintain tear film integrity; they form the glycocalyx (coating) that helps the aqueous layer to adhere to the hydrophobic cornea, acts as a lubricant, and forms a mucosal barrier

***Conjunctiva: It is the thin transparent layer of tissue that lines the inner surface of the eyelid and covers the white part of the eye. It is of two types:

1. Bulbar Conjunctiva (Covers the Eye Ball)
2. Palpebral Conjunctiva (Covers the Eye Lids)

EYELUB

15ml
STERILE
LUBRICANT
EYE DROPS

Restore Lubrication

Polyethylene Glycol, Propylene Glycol

Offers :

Unique Gel System ²

Long Lasting Relief ²

Longer Tear Film Retention ²

Dosage :

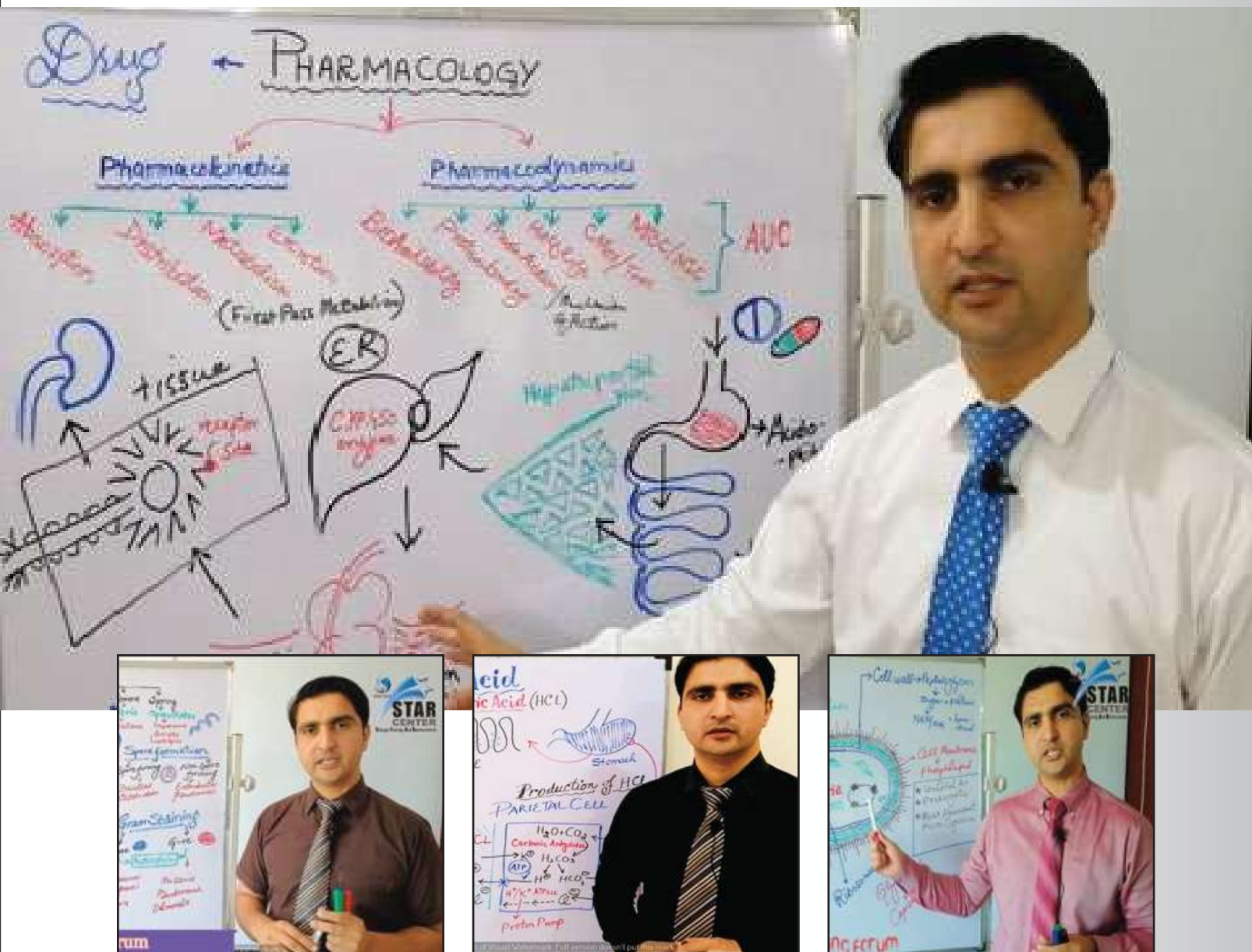
Instill 1-2 Drops into
Affected Eye(s) As & When
Needed



SHAIGAN Learning Forum

Shaigan Pharmaceutical is continuously investing on its people' development and for this training department took initiative to launch "Shaigan learning forum" through v-logging. The concept is to bring nationwide field force on one page at whatsapp group by sharing learning

videos of medical knowledge. These videos impart knowledge on basic topics which come under discussion during sales call with doctor and if Shaigan' representative may involve in technical discussion it will enhance organizational image.



Training & Development

Shaigan pharmaceutical is continuously investing on people development. Train-

sions, gestures, tone and pitch of voice, what they talk about and how they talk,



ing department's recent achievement is making field force learn to know their customers' behavior. We conducted sessions in Rawalpindi, Lahore and Karachi on "Customer behavior identification", participants learned behavioral identification tools by exercising workshop. Under discussion remained different scenarios to deal with situations to delight our internal as well as external customers also to deal with our direct and indirect customers by modifying our own social style to have win-win situation. Different parameters to identify anyone's behavior are their body language which includes facial expres-

listening patterns, working style, working pace. People are either task oriented or people oriented, assertive or responsive by nature. Person may have telling attitude or asking attitude. What type of person we come across, a successful sales person may easily develop a bond with other. Take home message from this course is that our own social style didn't count a lot while we interact with people we have to take into consideration their likes and dislikes, keep in mind their priorities and preferences to let them feel comfortable while doing business with us. Some memories are here to share with you.



**WORLD
HEART
DAY**
29 SEPTEMBER



عالمی یوم قلب (World Heart Day)

دنیا میں اموات کی سب سے بڑی وجہ امراض قلب ہیں۔ ہر سال ایک کروڑ 70 لاکھ لوگ امراض قلب کی وجہ سے زندگی سے ہاتھ دھو بیٹھتے ہیں۔

ہر سال پوری دنیا میں 29 ستمبر کو عالمی یوم قلب منایا جاتا ہے

جس کا مقصد: لوگوں میں امراض قلب سے بچاؤ کے بارے میں آگاہی پیدا کرنا ہے۔

دل کی صحت کیلئے اقدامات

زندگی میں چھوٹی چھوٹی تبدیلیاں ہمارے دل کی صحت کو بہتر بنا سکتی ہیں جیسے

- ① دن میں 30 منٹ ورزش کرنا
- ② سگریٹ نوشی سے گریز اور صحت بخش خوراک کھانا
- ③ جسمانی سرگرمی بڑھانے، ورزش کے لئے چلنے پھرنے اور سائیکل چلانے کی عادت
- ④ چکنائی، چینی اور نمک کی زائد مقدار کو کم کرنا
- ⑤ کوکنگ آئل کا استعمال
- ⑥ دہی، سبزی اور سلاد کو کھانے کا لازمی جزو بنالیں
- ⑦ جنک فوڈز (غیر صحت بخش خوراک) کے استعمال کی حوصلہ شکنی۔

قاسم شاہ خان، شہریار سعید ملک

SOCIAL-EMOTIONAL INTELLIGENCE WORKSHOP

MIT S, CO-BENZ & JOVIT

As professor of Psychology Dr. Kip Williams said: "While both types of pain can hurt very much at the time they occur, social pain has the unique ability to come back over and over again, whereas physical pain lingers only as an awareness that it was indeed at one time painful.

Participants in the emotional pain condition reported higher levels of pain than participants in the physical pain condition, found the researchers from Purdue University in the US and Australia.

We are currently running a campaign on 'Beyond Physical Pain'. In this campaign we highlighted the importance of social-emotional intelligence which is much greater determinants of the success we achieve in our life. We took first initiative in this matter and target youth who can understand the significance of this emotion management and also tell others so that society can get relief from pain. We therefore arranged a workshop on social-emotional intelligence from Shaigan Pharmaceutical platform in Emporium Mall Nishat Hotel, Lahore on October 6th, 2019.

In this workshop Mr. Ashraf Chaudhry was the motivational speaker who engaged kids and performed different activities to develop the basic concept of team work, career planning, confidence building and gave practical example of 'practice makes a person perfect'. This workshop was planned on three brands of Kyber-II group including MIT S, CO-BENZ and JOVIT.



New Joiners

Welcome to Shaigan Family



Mamoonah Sahar
Production Pharmacist



Muhammad Usman
HR Coordinator



Rana Fakhar Hayat
Manager P&D



Mussarat Shaheen
Asst. Manager Impex



Arslan Sadiq
Quality Control Analyst



Syed Zeeshan Haider
Senior Product Manager



Haroon Iqbal
IT Coordinator

Promotions

Congratulations



Farhan Iftikhar
promoted as
Assistant Manager Design



Mubeen Akram
promoted as
Senior Marketing Executive



Habib ur Rehman
promoted as
Marketing Executive



Bilal Ahmed
promoted as
Marketing Executive



Naveed Islam
promoted as
Marketing Executive



Habib ur Rehman
promoted as
Marketing Executive



Ahmed Rasheed
promoted as
Senior QA Inspector



Khurram Shehzad
promoted as
Senior Data Entry Operator



Sabahat Zia
promoted as
Senior Office Executive



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