



# SHAIGAN

INTERCOM



SHAIGAN

*“With Faith, Discipline and Selfless devotion to duty, there is nothing worthwhile that you cannot achieve.”*

Muhammad Ali Jinnah

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# Pakistan Endocrine Society Conference: 26<sup>th</sup> – 28<sup>th</sup> November, 2021 Serena Islamabad

There has been a 70% increase in the prevalence of diabetes in Pakistan in the past 2 years. From 19 million diabetics in 2019, it has soared to 33 million in 2021. The latest atlas of diabetes is due to release in December this year.

Pakistan has the 3rd largest diabetic population in the world. There are around 10 million people with pre-diabetes and about the same number is expected within the population of children.

These Statistics are horrible and it is time to **“make Prevention the ONLY strategy”**.

PES (Pakistan Endocrine Society) concluded with: **“Preventive measures are the only way out”**.





## Cardio - Con: 19<sup>th</sup> - 21<sup>st</sup> November, 2021 PC Karachi

Cardiovascular diseases are on the rise and the biggest concern is that there is no systematic approach to its prevention. The timely adaptation of healthy measures (life style, diet and exercise) can prevent cardiovascular diseases.

The process of prevention starts from schools and then onwards from there. Cardio-con, hosted in PC Karachi, concluded with a vow to lay a foundation of healthy hearts in Pakistan through creating more awareness of disease from the grass roots level.



## Medical Ethics

On the 4th of December 2021, Shaigan pharma arranged an interactive training session at the **Rawalpindi institute of Cardiology**, led by professor **Javaid Iqbal**. Participants asked a variety of questions and presented situations where Medical Ethics –

“**How to break bad news**” helped them achieve more positive outcomes. Medical Ethics is the linchpin of medical professions, where no interaction is productive if taken beyond its lines.





## YOGA Class

Ortho business unit has always been known for doing unique marketing activities. As a part of their marketing activity “**Live healthy stay wealthy**”, OBU marketing team arranged a yoga class for doctors and their family members in PC hotel Rawalpindi in December 2021.

More than 30 doctors' families were present there and yoga specialist Miss Sumera Sarwat taught various yoga exercises for better physical fitness and an improved immunity against COVID-19. Doctors and their families fully participated in this activity and showed much appreciation.



## ORTHOCON 2021





## Highlight of Eczema Awareness Activity-2021 (Dermocare-1)

As the month of October is “**World Eczema month**”, we had already begun plans for customer engagement activities. We designed an eczema awareness poster and an eczema insignia to engage doctors. Our sales force team

wore the insignia for the whole month to create awareness. We celebrated and engaged our key dermatologists across the country in different round table discussions. Here are a few glimpses of the activity carried out in the various regions.



## Padcon 2022 (Dermocare Division)

It is a tradition of Shaigan Dermocare to participate in scientific events like Padcon, with corporate branding and customer engagement activities. More than 300 dermatologists across

the country visited Shaigan's stall. We hope that this kind of event will increase our corporate image.





# Training Department During 2021

Proper and regular training and development of the field force has become the most important function in marketing in the current scenario. Medical representatives and poaching of experience have created a huge void at the entry level positions in every industry.

Training should be considered as an investment and not a liability or an expense. Stimulating field force members' passion for their job is a key performance driver, especially in a context where customers are increasingly reluctant to meet them. Shaigan's training department is the source of enlightenment for the field force. During the year of 2021, a large number of training programs were held for the territory managers, where the

department imparted not only product and medical knowledge but also sales training and detailing techniques.

ASMs are the first line managers and are considered the backbone of any pharmaceutical company. Shaigan's training department conducted courses for the ASMs, where the need to retain team members was stressed. However, if a team member does need to be replaced then the various methods of interviewing and short listing were discussed in detail and mock situational interviews were held. It was an interactive training session where even the sales managers participated as well.





## Budget Meeting 2022 CMD



Shaigan cardiometabolic teams have entered 2022 with renewed energies and vows. With the theme “**Manzil hay aasman**”, every team member has expressed the highest level of commitment and will contribute greatly towards the “**Elimination of disease Burden**” from Pakistan.

Each and every one of our team members is an

ambassador who is devoted to the cause of bringing significant change toward disease awareness in Pakistan. Our mission is to work with all of the HCPs to prevent, protect and spread awareness of diseases. Team Shaigan will extend all services in making Pakistan a better country, as we all want a disease-free Pakistan.



## ORTHO Budget Meeting 2022



Ortho business unit arranged the annual budget meeting at the Best Western Premier Hotel Islamabad from 27th to 29th December.

**Day 1-** Syed Asrar Shah (GM MKT & Sales) and Mr. Qaisar Nadeem (BUH) welcomed all team members and announced the promotion of high achieving managers and awarded prizes during the gala dinner.

**Day 2-** All of the managers attended the budget

meeting and committed to achieving their given targets.

**Day 3-** All of the TMs joined the budget meeting and showed a lot of enthusiasm towards achieving their 2022 target.

Mr. Kabir Saleh (Director Operations) and Mr. Aasim Ahmed (Executive Director) joined the meeting to discuss the company's vision and to announce head office management promotions.





## Femicare Budget Meeting 2022

In the continuation of success stories, Femicare's champion team once again achieved 101% on their 2021 objectives with

great enthusiasm, hard work, passion and the implementation of relevant strategies.



## Budget Meeting 2022 (Dermocare)

Shaigan Dermocare conducted their 2022 budget meeting at the Avari hotel Lahore on 28th-29th December 2021.

All field force participated to celebrate their

achievements in 2021 and discussed their objectives for 2022 along with their action plan for the first quarter.

The team is highly motivated and showed commitment towards achieving their 2022 goals.





# Neuromed Group Budget Meeting

The budget meeting for the centre and north zone was held at the Park Lane Hotel Lahore and the one for south zone in Karachi on the 28th and 29th of December 2021. TMs, ASMs and SMs, all participated with energy and zeal to close the year of 2021, as well as start the new year of 2022 with the resolution to achieve more and exceed their potential.

Achievers of the year 2021 were awarded and the team was highly motivated to experience the promotions of their colleagues. Mr. Shahid Shaukat was promoted to Sales manager centre-II zone, Mr. Saifullah was promoted as Sales manager based in Sukkur and Mr. Asad

Islam was promoted from field executive to Area Sales Manager based in Sargodha. Mr. Mansoor Ahmad Kiyani, being the leader of the Neuromed group, was also promoted to Business Unit Head. Such internal promotions have always played a key role in employee retention and motivation.

ASMs and SMs engaged in various healthy activities to enhance their planning and execution skills for the years to come. The team is committed to make Neuromed the best performing group of Shaigan.





## KHYBER-II Budget Meeting 2022





## New Joiners



**Babar Shahzad**  
*Director Special Projects South*



**M. Kamran Zamurrad**  
*Sr. Manager HR & Admin*



**Aamir Shahzad Siddiqui**  
*Business Unit Manager*



**Maqsood Ahmed**  
*Business Manager*



**Shah Noor ul Husnain**  
*Regulatory Officer*



**Nayab Khan**  
*Supply Chain Coordinator*



**Seemab Bibi**  
*Production Pharmacist*



**Rizwan Ullah**  
*Warehouse Pharmacist*



**Khawar Ali Jabran**  
*Sr. Technician*