

An organization's  
**ability** to learn and  
translate that learning  
into action rapidly, is the  
ultimate competitive  
advantage. ”

– Jack Welch



Our passion  
is to add value  
to the lives of  
our employees  
and customers,  
which gives us  
our competitive  
edge.



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

VOLUME 12

{ Getz pharma } life & times

# CONTENTS

## 16 { MARKET SAVVY }

- 16 When Art & Science, come together
- 17 DoCare – Bridging care and cure
- 18 Salbo HFA – The dream to breathe clean
- 19 Cipesta – launch
- 20 One drop at a time – Leflox
- 21 Employer of choice
- 22 Breaking boundaries
- 22 Ispeak – critique
- 23 E-learning goes mobile
- 24 Significance of sigma
- 25 Revolutionizing care – Solifen
- 26 Success story Unipeg



## 2 { CEO MESSAGE }

## 4 { FOCUS / OUR COMPETITIVE EDGE }

- 04 Ambition and Performance
- 06 Agile and Passionate Organisation

## 8 { FORUMS & CONFERENCES }

- 08 ICMF 2013 International Cardio Metabolic Forum
- 10 IUM 2013 International Urology Meeting
- 11 IFID 2013 International Forum on Infectious Diseases
- 12 Annual Sales Conference Pakistan 2013
- 13 National Sales Conferences Philippines
- 14 Annual Sales Conference 2013 – International Operations

## 25 { WE CARE }

- 27 365 days a year
- 28 A stitch in time
- 29 Healthy goal
- 30 Music – Language of the spirit
- 31 Knocking on heaven's door
- 32 We save lives
- 35 Giving back
- 36 Please have a seat
- 37 Eat together, stay together

## 34 { WE'VE BEEN BUSY }

- 37 Strategy for the future
- 38 Work hard, play hard
- 40 Getz Pharma Talent Academy
- 42 Empowering women together
- 44 Getz Pharma 'Employee Day Out'

## 42 { AWARDS }



It has been a while since the last edition, however, we are back again with exciting new stories. We are delighted to present the 12<sup>th</sup> edition of our newsletter - Getz Pharma Life and Times.

We have been working together, with a new editorial team to bring together the events and stories about life at Getz Pharma. Compiling this magazine with a different content structure, has not been without its share of growing pains, however, thanks to the newsletter team, we have been able to publish a new and improved, Getz Pharma Life and Times magazine.

This year, our focus is on creating stories and visuals with a more narrative tone and we have used photography, as our medium to illustrate our stories. We hope that these innovations in story writing and visuals will appeal to you, we will continue the quest for innovative ways of bringing you stunning visuals and valuable content.

### Getz Pharma Life and Times is Your Magazine

We hope you enjoy reading this newsletter, as much as we have enjoyed creating it.

Sincerely,  
Getz Pharma Editorial team



Tell us what you think of this version and if you have any ideas that can help us improve, contact us at [feedback.newsletter@getzpharma.com](mailto:feedback.newsletter@getzpharma.com) We look forward to your open feedback.

FROM THE EDITORIAL TEAM





# Passion for people and Performance

## Dear Colleagues,

Welcome to volume 12 of the Getz Pharma Life and Times newsletter. Even though this volume is being published after a considerable break, however, we now have an effective communications team who has pledged to publish the newsletter with regularity.

Since the last time we met here, there have been significant developments at Getz Pharma that have been made possible, as a result of remarkable synergy. On 28<sup>th</sup> January, 2014, Getz Pharma received the certificate of Pre-qualification of its Quality Control Laboratory by The World Health Organization (WHO). The Pre-qualification inspection by WHO of the Getz Pharma Quality Control Laboratory (QC lab) and the facility took place during 11-13<sup>th</sup> September, 2013. Getz Pharma passed this inspection and as a result, WHO included Getz Pharma's QC lab on the privileged list of Pre-qualified laboratories of the world on their website: [http://apps.who.int/prequal/lists/pq\\_qclablist.pdf](http://apps.who.int/prequal/lists/pq_qclablist.pdf) We are proud to be one of the only 33 QC laboratories in the world and the only one in Pakistan to be Pre-qualified and certified by WHO. This was made possible because of the vision, that Getz Pharma set for itself years ago to enter the regulated markets.

We have crossed our first milestone.

## Getz Pharma received the Certificate of Pre-qualification of its Quality Control Laboratory, from The World Health Organization (WHO).

The passion and energy, that our Quality Management and Regulatory Affairs team exhibited, to achieve this major milestone is remarkable. In order to raise the bar of compliance to such a level, first of all it entailed, Un-learning and then Re-learning, pre-requisite to achieve any major feat, which our team accomplished successfully.

This WHO certification, would not have been possible, without the agile support of all the departments, particularly, the Operations department, (Production, Engineering and Projects), Supply Chain, Administration, Human Resources, Business Development, Corporate Affairs, I.T and Finance department. Congratulations team, you can now be proud of yourself and your company.

We are confident of similar global achievements, that we are likely to receive in a couple of months and in the next issue, we will bring you more good news, about another prestigious certification, related to our production facility. This additional certification will take us to the next milestone of entering into the regulated markets.

{CEO MESSAGE}  
Khalid Mahmood



It is for this reason that this issue of the Getz Pharma Life and Times is dedicated to “**The Winning Team**”. A winning team, creates a caring, learning and performance driven culture, not only for its employees, but also for its partners and business associates. A winning company makes people development and profitability, an equal priority of its business and thus, systematically develops its people based on their competency and relationship skills for their career growth aspirations. Through it, a sound teamwork and inter-group collaboration is achieved which makes winning easier.

**Getz Pharma is a learning organization that strives to continuously train and develop its people. In the last one year, a number of trainings and workshops have taken place. The most noteworthy, was the GRID Problem Solving workshop consisting of highly intensive learning spread over five days.**

Almost 150 employees from Pakistan and Philippines participated in this intensive GRID workshop. GRID brings about innovative leadership concepts, that can be implemented realistically as transformational strategies. The quality of R2 (Relationships) determines *how effectively* people can translate R1 (Resources) into R3 (Results). R2 determines the domain of relationships that defines, not *what* people do, but *how effectively* they work as a team. Grid teaches teams, amongst other power tools and techniques, to accept critique, carry out advocacy and resolve conflicts, by confronting inefficiencies and working through disagreements with others towards resolution. It teaches you to practice, “*WHAT*” is right and not, “*WHO*” is right. We are striving, to make it part of our culture. A considerable effort is being made by the Senior Management towards this end. In 2014 and 2015, our Human Resource department has made it its objective, to implement the GRID culture through training in all the 18 countries around the world where Getz Pharma operates.

As a result of the implementation of the winning philosophy mentioned above, Getz Pharma has been able to leverage the synergy initiatives that it has undertaken, to take the company to the next level of people's peak performance. This issue documents, how the rewards of the peak performance are shared with the Getz Pharma family, and the communities where it serves.

I wish you all the very best in your professional and personal lives.

With best wishes,

**Khalid Mahmood**





### World-Class Quality Recognition from WHO.

Getz Pharma is the 1st & only pharmaceutical company in Pakistan, to have a Quality Control (QC)

Laboratory, that is Pre-qualified by World Health Organization (WHO). It is one of 33 QC Laboratories in the World and only one of 2 in the Eastern Mediterranean Region, to be Pre-qualified by WHO.

According to WHO, "Getz Pharma is considered to be operating at an acceptable level of compliance with WHO Good Practices for Pharmaceutical Quality Control Laboratories and is included in the list of Pre-qualified Quality Control Laboratories together with the areas of expertise inspected and considered Pre-qualified". Getz Pharma has received this recognition for adhering to the highest standards of quality. This is the reason why Getz Pharma's products are well accepted by the medical community as well as by patients around the world.

It is the culture of strict conformance with international standards, encouraged by the company, combined with the sheer dedication and hard work of the entire team at Getz Pharma, that made this certification possible. ●

Resolute in Our  
Quest for Distinction

Ambition and Performance



{FOCUS / OUR COMPETITIVE EDGE}

# Agile and passionate organisation

Getz Pharma has promising perspectives as a global player, by being an agile and passionate organization.

The company is committed towards promoting a performance oriented corporate culture and believes in the continuous development of its employees. People are the driving force at Getz Pharma, making it 'the fastest growing company' in countries where it operates.

Getz Pharma is known to be the 'employer of choice'. It encourages learning and development, competitive merit-based compensations, a positive culture and a healthy work environment.

Getz Pharma is also an attractive employer for young and talented professionals, around the world and continues to hire specialists and managers with high academic qualifications. The company is certain, that a diverse employee structure is crucial to the company's competitiveness.

Respect for people and business associates together with customers, and focus on safe technology, are the core values upon which Getz Pharma builds its corporate culture. The company aspires to stay agile, year after year, by creating a vision-guided, value driven organization, that continuously strives to empower its people. ●







# ICMF 2013

The International Cardio-Metabolic Forum, (ICMF) is an academic forum, addressing the critical need to educate, create awareness and establish a knowledge network amongst the developing communities, in countries, where Getz Pharma has a significant presence. It advocates for quality cardio-metabolic care – through education, awareness, networking, research promotion, development and application of standards and guidelines – and works to influence health care policies.

The ICMF has emerged and evolved as a unique scientific forum, that brings together a community of medical experts to share experiences and create a network of regional expertise and knowledge. All of this is made possible through an unrestricted academic grant from Getz Pharma and is a symbol of our continuing commitment to science, academics & clinical excellence.

The ICMF 2013 was held in Colombo, Sri Lanka. This was the fifth ICMF since its inception, with delegates attending from eight countries - Nigeria, Kenya, Philippines, Pakistan, Cambodia, Vietnam, Myanmar and Sri Lanka. It was held in collaboration with and endorsed by five different international societies which included the Philippine Heart Association, Nigerian Society of Endocrinology and Metabolism, Diabetes Association of Nigeria, Pakistan Cardiac Society and the College of Family Medicine, Pakistan. ●

The ICMF has emerged and evolved as a unique scientific forum that brings together a community of medical experts to share experiences and create a network of regional expertise and knowledge.





The International Urology Meeting (IUM) 2013 was held on June 26, 2013 in Nairobi, Kenya. This was the first academic conference which was held in collaboration with and the endorsement of five different international societies, respectively: the Kenya Association of Urological Surgeons, PanAfrican Urological Surgeons Association, Philippine Urological Association Inc., Pakistan Association of Urological Surgeons and the College of Family Medicine, Pakistan.

The IUM is a continuation of commitment to science, academics & clinical excellence. This year many specialists attended the IUM, and it was an opportunity for delegates to share & network with an international panel of renowned academic speakers. It was an interactive and informative session and to make the meeting more interesting, the forum included an entire session devoted to case studies.

Dr. S.R. Samnakay, the Chairman of the Kenya Association of Urological Surgeons opened the forum which was followed by a message from the President of the Pakistan Association of Urological Surgeons, Dr. A. Abdullah.

The objective of establishing the IUM is to provide specialists a platform where they can promote the highest standards of urological clinical care through education, and also share practical and local experiences in prevalence, control and treatment options for Urology diseases. ●



Academic forums are Getz Pharma's pride. The organization always strives to initiate new platforms to bring the medical fraternity under one roof for the benefit of society at large.



International Forum on Infectious Diseases, (IFID) is a major academic undertaking funded through an unrestricted academic grant from Getz Pharma, and has been flawlessly conducted by local and international teams for three consecutive years, in Sri Lanka, Philippines and Kenya respectively.

The objective of establishing IFID is to provide specialists & internists a platform where they can share practical and local experiences in prevalence, control and treatment options for infectious diseases. IFID 2013 at Nairobi, Kenya, with its productive and interactive scientific session, it proved to be one of the most adventurous and thrilling experiences for all the delegates.

The Scientific Session included prestigious and renowned consultants from Pakistan, Kenya, Philippines and Sri Lanka, as speakers on relevant topics.



The introduction of the 'audience response' system with Professor Saqib Saeed's presentation was arranged through a real time video connection and proved to be an engaging experience. The audience's interest was high, and added to the spirited ambience of the session.

Towards the end, the doctors enjoyed the Kenyan folk dance performance. All in all, the Kenyan experience totally enthralled the delegates. ●



## Annual Sales Conference Pakistan

"Create an event that nobody will forget".

Clean close shave, check. Hair gelled back, check. Shoes polished, check. Tie Full-Windsored, check. Classy new two-piece, check. We are all set for the Annual Sales Conference (ASC) 2013.

Come December, the ASC at Getz Pharma is an awaited event. Our colleagues from Lahore and Karachi, as hosts, were ready to welcome participants from all over Pakistan. The excitement was palpable.

The mesmerizing ambience radiated with hues of glamour, while subtle notes playing in the background enraptured the fully charged audience. The ASC opened with presentations depicting the hard work, achievements and plans for future goals put forward by various Marketing and Sales teams.

Marketing and Sales department, always at the centre of attention at the ASC, dressed in all their finery, celebrated their achievements. Promotions were doled out to the deserving high-achievers.

With operations expanding over 22 countries, ASC has evolved to overcome boundaries and attain new dimensions.

Every year, the uproar of triumph and accomplishment drowns the air, the festive hall inflates with contagious excitement, loud cheers and of course, thundering applause. Why would it not?! Getz Pharma employees have worked exhaustively throughout the year for this day.

This is exactly how ASC is celebrated at Getz Pharma Pakistan. ●



Are You Ready to "DIE"?

## 2013 Getz Pharma Philippines, National Sales Conference.

This was the battle cry of Getz Pharma (Philippines) as it celebrated its 2013 National Sales Conference (NATCON) last February 5-8, 2013 at Camp Benjamin, Cavite, located in the South of Manila, Philippines.

Mr. Averell Gaspar, General Manager Philippines, opened with a presentation on the company's two year performance and challenged the team to exceed expectations this time around. He spelled out areas where the organization needs to see improvement, described how the market was changing, and described competition being fierce as ever. The senior managers took turns presenting their respective departmental strategies. The battle cry was aptly captured by the line "Are you ready to DIE?"

which is referred to as "Disciplined Empowerment, Innovation, and Excellence (DIE)." These represented the values that need to be championed in order to succeed.

A departure from traditional conferences, the NATCON was held in a military boot camp setup. All employees donned their camouflage shirts to show readiness to go to "war". All participants slept in tents and were subjected to army-like discipline in all sessions. Then the teams underwent obstacle courses to emphasize the message. These activities helped participants commit to the goals of Getz Pharma for the year and align with the overall vision of becoming one of the Top 10 in 2017.

It was indeed an enriching experience for every employee. The activities were punctuated from time to time by the chant: *One team, One fight! Alab, Getz Pharma! No team, No fight! Alab, Getz Pharma!* ●





# The annual sales conference 2013

## Sri Lanka

Getz Pharma celebrated its eleventh year in Sri Lanka. The Annual Sales Conference 2013, was held in Negombo, which is 30 km outside Colombo. The theme for ASC 2013 was 'RACE for 2017', this was in line with our objective, which is to become one of the top 10 companies in Sri Lanka. So the vision for 2013 was: R – Revenue, A – Accountability, C – Customer Satisfaction and E – Excellence at all levels.

ASC 2013 was a memorable occasion for Getz Pharma Sri Lanka team, they celebrated their achievements in style during the day.



## Afghanistan

The Afghanistan Annual Sales Conference 2013 was held in Dubai. Our theme for the year was, **Transform to Excel**. It was emphasized that transformation, is key to help an individual and eventually an organization to grow, with an entirely different level of effectiveness.

The team was given directions on how to transform themselves for the upcoming challenges.

The new sales and marketing structure was also presented in which some colleagues were promoted. The team was highly motivated and determined to achieve the company objectives.

## Myanmar

At the ASC, all the members of Getz Pharma gathered in Yangon and reviewed and shared, the sales achievements and marketing

activities with our team. The high performers were awarded in the ASC. The developmental games conducted, were thoroughly enjoyed and a lot was learnt, about teamwork and motivation.



## Laos

Getz Pharma Laos organized its first ASC on 9<sup>th</sup> April, 2013, at a scenic destination of Vang Vieng (Northern Laos). It was a memorable event, in which all team members participated actively. It was a two day session in which Day 1 was for excursion & Day 2 was for conference. Several activities took place at the conference, including Corporate Presentation, Analysis of Sales & Marketing Activities, Theme Presentation. The event was a roaring success.



## Cambodia

Getz Pharma Cambodia organized a wonderful ASC on 4<sup>th</sup> April, 2013 at Hotel Naga World, Phnom Penh. The overall event was an impressive show in which all the team members participated actively. Several activities were organized, including Corporate Presentation, Analysis of Sales & Marketing Activities, Theme Presentation, Quiz Competition, Flag March, Song Preparation, Cake Cutting Ceremony, Oath

taking for next year, Service Award, Best Performance Award & Distribution of ASC Souvenirs. This was followed by a comprehensive training session titled, 'Marketing and Sales Roles in the Pharmaceutical Industry'. The event was a great success, illuminating the hearts and minds of the entire team.



## Kenya

The day was awaited by Getz Pharma Kenya, with much anticipation. On 20<sup>th</sup> April 2013, the Getz Pharma Kenya team woke up very early, looking forward to the exciting bus ride from Nairobi to the seaside city of Mombasa. The bus set off at six o'clock in the morning with an air of festivity and camaraderie. Five hours later, the roaring sea could be seen from a distance and palm trees lining the beaches as sun-tanned tourists walked about leisurely.

Soon the team checked in at the prestigious Sarova White Sands Hotel. Come 7:00 pm, the mood in the hall was celebratory with balloons decorating the ambience. **Be Agile..Lead the Game!**, read all the banners. Everyone was ushered in with

music and dance amidst a shower of petals, the first speaker to come on stage was Mr. Farrukh Khalil, Head of Marketing and Sales - Kenya, who led the event along with Mr. Asim Mustafa - Business Unit Manager, Dr. Mohsin Ali Khan - Associate Business Manager and Mr. Adil Akber - Product Manager. Finally, it was time for promotions and rewards. The Getz Pharma Kenya stars, were once again ready to take off for another year full of achievements.







MARKET  
SAVVY

## When **art** & Science come together

What happens when art and science become one? The answer is an exhibition of 26 beautiful paintings by independent artist Syed Alamdar Raza, titled “Revealing Cardiology History”.

It was a bright and sunny April morning and the employees at Getz Pharma walked in to work with no unusual expectations. On the landing of the stairs to the first floor, they were greeted by an eerie, life-size statue of the Sphinx. Some rubbed their eyes to check if they were hallucinating, while others looked around to check if they had entered the right building. Sure enough, curiosity was piqued.

‘Revealing Cardiology History’ explored, in absolute detail, the history and evolution of the science of cardiology through a series of paintings which are oil and acrylic on canvas. From the pictures that Homo erectus drew on walls of caves, to the latest innovation in the field, The artist has delved very deep into the subject and has captured the essence through art.

The project took an entire year to complete and the exhibition has been taken to all major cities of Pakistan. It has been a source of information and intrigue, not only for cardiologists but also for the general public.

‘As far as we are aware, It is the first time a pharmaceutical company in Pakistan, has displayed such an exhibition in Revealing Cardiology History,’ shared Dr. Nomanuddin, Business Unit Director, of the cardiology business unit at Getz Pharma. Through projects like these, Getz Pharma has made it obvious, that innovation and ingenuity are the hallmarks of its success. ●



## DoCare Bridging Care and Cure

“The art of medicine consists of amusing the patient while nature cures the disease” ~Voltaire.

With this humbling thought in mind, Getz Pharma has set about bridging the gap between ‘cure’ and ‘care’.

Health care professionals in different parts of the world are facing challenges through an increasing demand for health services, rising expectations on the quality of service to their patients, creating more responsive organizations, and containing costs on the same footing. The concept of ‘patient care’ is now widely accepted and, as a matter of fact, expected. Increasing emphasis is being placed on bed-side mannerisms and physicians are now taking great interests to achieve this end.

Coined by combining ‘doctors care’, DoCare was launched as a novel concept to facilitate doctors in learning and developing the set of skills that show their patients they really care. Getz Pharma takes great pride in being the pioneer in yet another innovative project by arranging a comprehensive workshop on ‘DoCare’ with a renowned trainer. The workshop comprised of storytelling, video simulation and group discussions.

‘For pharmaceutical companies to benefit the communities at large and to add value to business, the importance of deeper liaisons with doctors cannot be denied. Through

Getz Pharma takes great pride in being the pioneer in yet another innovative project by arranging a comprehensive workshop on ‘DoCare’ with a renowned trainer.

partnerships with health care professionals, we have forged relationships that have helped us develop outstanding ideas,’ says Dr. Shahzad Khan, Director Marketing & Sales at Getz Pharma.

Gone are the days when patients visited doctors to get a prescription and

made a subsequent trip to the pharmacy or chemist. Doctors are now required to assist patients in the management of their disease and develop long term relationships. This is a win-win situation, where patients are not only cured, they are cared for and the doctor earns patient loyalty and positive word-of-mouth. ●

**Getryl**  
(Glimepiride)

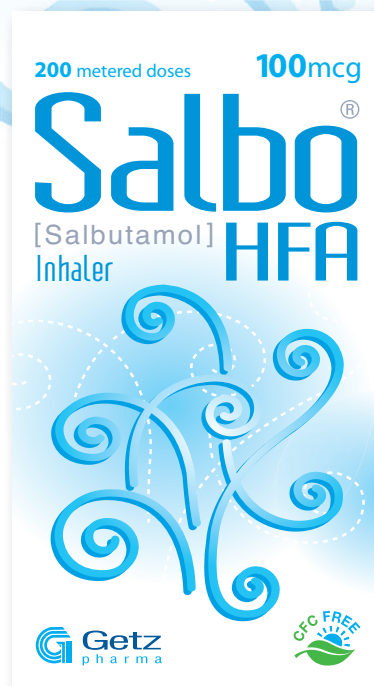




# Salbo<sup>®</sup> HFA

## The Dream: to Breathe Clean

Imagine you are 6 years old, excited about everything, full of life, constantly in motion. Now put yourself in one of those situations where all your friends are playing cricket, running free in a park or simply chasing a ball. Your 6-year-old self is literally bouncing off the walls, sprinting, crawling, sliding, screaming - that's all part of the fun, right?



As you scramble along, the air gets thicker and heavier, your chest grows tight and starts to heave, you feel as if you are suddenly forced to breathe through a pinched straw. You stumble, now gasping like a fish out of water, the park is blurry and growing steadily darker. All you want is to breathe, to fill your lungs with fresh clean air, but your vision grows blurrier as you feel a giant weight bearing down on your chest. You lie there, head spinning, mouth gaping, begging for breath, until at last it comes. Soon, your vision clears and you no longer feel so dizzy. You pick yourself up, and make your way out.

This is what an asthma attack feels like, but children experiencing this have no idea what is going on at that particular time. As a little child you are always

trying to keep up with everyone around you, so it is fairly common to be out of breath. Complaints are often dismissed; people just think you are whining. What everyone fails to realize is that these are symptoms of asthma. Globally, 300 million people suffer from asthma, 2 million of these are from Pakistan. And a substantial 30 percent of these 2 million are children.

The good news is that asthma, albeit chronic, is manageable. Getz Pharma is working towards long-term management of this condition, through its Pulmonary Care division. Salbo HFA, the inhaler, is not only a handy companion for asthma patients, it is also CFC-free. According to some estimates, a single chlorofluorocarbon compound can destroy 100,000 particles of ozone, allowing dangerous ultraviolet rays to filter through to the Earth's surface. Additionally, chlorofluorocarbons absorb massive amounts of heat, which is then transferred back to the planet. Moreover, CFCs can also survive in the atmosphere for at least a century.

As far as environmentally friendly initiatives go, Getz Pharma is not just talking the talk, it is walking the walk. Amongst other green campaigns, Salbo HFA is another feather in its cap. ●



Highly developed markets can be very tricky at times, but coming to terms with the unique challenges that these markets hold may separate winners from losers; especially, as the competitive battlefield shifts to a more global footing.

Such was the case when we launched **Cipesta (Ciprofloxacin)** in a densely fragmented market comprising of over 200 brands. Mobilized by a passionate sales team, Cipesta carved its place successfully, with the brand's unique peacock feather design – symbolizing the nobility and broad spectrum of the active molecule – setting it apart from the competition.

The launch meeting was a combination of intense learning sessions, planning and adventurous excursions deep inside the beautiful city of Lahore. ●

Launching a  
Branded Generic

# Cipesta



one  
drop  
at a  
time

Water, water, everywhere,  
And all the boards did shrink;  
Water, water, everywhere,  
Nor any drop to drink.

— The Rime of the Ancient Mariner  
by S. T. Coleridge

**Leflox**  
[Levofloxacin]

**W**ater, that precious resource that makes up seventy five percent of God's green earth and the same ratio of the human body. One day, soon, all the wars in the world will shift their focus from oil to water. Total global water usage has quadrupled over the past 100 years, and it is now increasing faster than ever before. Today, there are 1.6 billion people that live in areas of the globe that are considered to be 'water-stressed', and it is being projected that two-thirds of the entire population of the globe will be experiencing 'water-stressed' conditions by the year 2025. According to USAID, one-third of the people on earth will be facing chronic water shortages by the year 2025.

For Getz Pharma, water is essential for the smooth running of its manufacturing plant, an obvious necessity. We are working to better understand how we use water, and how we can use it more efficiently. As part of our contribution and commitment towards a better future for all, we, at Getz Pharma are taking small but crucial steps to prevent water depletion. We have an extremely efficient production facility which is cGMP compliant. In addition to this, one of our blockbuster brands, Leflox, is committed towards this end.

Brandishing its slogan, 'Water for Life', Leflox has recently organised a speech contest specifically for children, where they are made to submit a speech articulating their reasons for conserving water. This is a novel concept where children can call in from across the country and record their speeches over phone.

The contest also boasts the patronage of renowned Pakistani celebrity, Mr. Anwar Maqsood, who has wholeheartedly supported this campaign. The spirit behind the contest is to interactively engage the future generation; once they are geared towards thinking about water conservation at a young age, it will reflect in their thoughts and actions when they become contributing members of the society.

Getz Pharma firmly believes that such small steps now will make for bigger leaps in the future, and continues making a difference, one drop at a time. ●



**G**etz Pharma, an equal opportunity employer, continuously strives to make conscious efforts to reach out to the young talent of Pakistan and provide them with exciting career opportunities and a promising future. In collaboration with prestigious institutes and universities all over Pakistan, Getz Pharma is rolling out the initiative, for nurturing young talent in the country, with our slogan, "Build your future in a company that empowers you to grow."

In the fully packed auditorium of Lahore's Foreman College, final year students, buzzing with enthusiasm, experienced an exciting session about life at Getz Pharma. They were briefed on the history and vision of the organization and ably guided through an instructive session on 'How to create a wow, in Interviews'. Similar activities were also conducted in other major cities, including Sahiwal and Karachi, throughout the year. A merit based assessment centre was run at various locations to get the best talent on board.

Students who had attended sessions in Karachi, also enjoyed the opportunity of an informative and equally thrilling tour of the Getz Pharma facility.

Getz Pharma will continue to provide such learning and career development opportunities, to young talent of Pakistan, as it strives to nurture talent through educative initiatives. ●





## Breaking Boundaries In Cardiovascular Disease Management

Getz Pharma Philippines broke boundaries as it welcomed the 3<sup>rd</sup> generation beta-blocker, Nebil (Nebivolol), the newest addition to its cardiology portfolio. The event hosted at the EDSA Shangri-La Hotel, Manila, brought under one roof 500 cardiologists, internists, and general practitioners from all over the country.

The program titled 'Breaking Boundaries in the Management of Cardiovascular Diseases' featured Dr. Peter Van der Meer, a cardiologist from the Netherlands, who presented numerous studies highlighting the benefits and superiority of Nebivolol being a 3<sup>rd</sup> generation beta blocker. Dr. Van der Meer specializes in acute cardiac care and heart failure treatment. He is credited for his work in identifying new cardiac progenitor cells and in establishing a platform to improve cell delivery in cardiac regenerative medicine.

Dr. Van der Meer was joined by other cardiology experts such as Dr. Saturnino Javier - the immediate past President of the Philippine Heart Association, as the Session Chair; Dr. Edgar Tan - Chairman of the Department of Cardiology at Cebu Doctor's Hospital; Dr. Alex Junia - Board Member of the Philippine Heart Association; and Dr. Dante Morales - Clinical Associate Professor at the University of the Philippines College of Medicine, as expert panellists.

The talk clearly touched on how Nebivolol breaks the boundaries and limitations of older generation beta blockers, by having the highest selectivity towards  $\beta_1$ -receptors and being the only beta-



blocker to induce vascular production of nitric oxide, the main endothelial vasodilator.

With the launch of Nebil, we not only see a breakthrough in the treatment of hypertension and chronic heart failure, we also bring forth a new perspective in saving the lives of hypertensive patients with greatly improved after-effects that can improve their outlook towards life. ●

## iSpeak Critique!

iSpeak Critique, is a campaign aimed at building a culture where the mastered use of "critique" ensures authentic communication, continuous learning and overall organizational effectiveness at Getz Pharma Philippines. The campaign leverages on creative platforms to pique the engagement of employees and honing their skills in the process.

The "critique" concept was solidified after a series of brainstorming sessions. The "i" embodies the commitment of individuals to

critique, and the 'shout outs' symbolize the two important dimensions of critique – the responsibility to give critique and a genuine openness to receive it.

## e-learning goes mobile

Expanding  
Access and  
Capabilities

In line with the corporate vision for 2017, which is to be, amongst the top 10 pharmaceutical companies in every country, Getz Pharma Philippines, outlined its regional strategic vision to transform their Professional Medical Representatives, (PMRs) into the best in the industry.

In line with this strategy, four core programs were planned for implementation in 2013. These were, Effective Call Campaign (ECC), Leadership in Management, Leadership Development Program and e-Learning.

Marking its second year anniversary in June, the Getz Pharma University (GPU) e-Learning website launched their mobile-device-compatible version. The GPU website interface evolved, in order to adapt to touch-enabled technology allowing users to swipe and tap eLearning contents on their smart-phone screens.

This allows access to the website anytime, anywhere including the periods while waiting for doctors' coverage. This innovative tool provides real-time knowledge and skill reinforcement.

GPU e-Learning, is one of the many training resources designed to expand the capabilities of our sales force, thus creating a culture of continuous learning. ●

critique, and the 'shout outs' symbolize the two important dimensions of critique – the responsibility to give critique and a genuine openness to receive it.

The central theme of the campaign is to differentiate critique from criticism, as the terms are often used interchangeably in common language. Clear differentiation was emphasized as being pivotal to learn and benefit from the practice of genuine critique.

Amongst numerous activities, the 'iCritique' campaign was cascaded in "Leadership in Management Seminar" (LiM) and Hugot management visits, teambuilding for managers, practice of critique in meetings, regular iSpeak Critique! text blasts and video clips to educate the employees.

In order to communicate Getz Pharma Philippines' commitment in cultivating this culture, promotional materials such as shirts, buttons, and standees were also prepared.

Additionally, the Critique Team organized a singing contest for the 'iCritique' launch, taking inspiration from a popular local television show known as 'Voice of Philippines'. It offered a venue for employees to observe how critique is given, helping them learn the concept in a fun yet effective manner. The judges' critique was processed and discussed with the audience after each performance.

Towards the end, a brief summary was delivered by Mr. Raymond Bernardo – Group Product Manager, and the concluding remarks from Mr. Averell Gaspar – General Manager. ●







Professor Tazeen Abbas is a force to be reckoned with. As the Head of Department, Gynecology at Abbasi Shaheed Hospital, Karachi, she demands excellence; nothing short of perfection is acceptable to her.

Besides day-to-day surgeries and procedures, Dr. Tazeen trains her aides on up-to-date diagnosis protocols. "I tell my doctors that they need to be meticulous while they take their patient's history," she claims. She laments on the level of research taking place in Pakistan and especially in the field of gynecology.

In line with Getz Pharma's commitment towards supporting the medical community through the dissemination of scientific knowledge, SIGMA (Scientific Initiatives by Getz Pharma for Medical Research Applications) was held for the first time as a pre-conference workshop for SOGP National Conference at the JPMC Obstetrics & Gynecology department in Sep 2013.

Mr. Jaffer Bin Baqar, with the other facilitators from the Medical Affairs, Pharmacovigilance and Clinical Research department and in coordination with Marketing & Sales team, successfully conducted 37 SIGMA workshops in 2013 for various medical specialties and levels across Pakistan. The purpose of these events was to equip post-graduates & MD students with the tools, components and skills needed for understanding & writing research synopsis as per the requirements set down by the College of Physicians & Surgeons of Pakistan (CPSP).

Getz Pharma has helped solve this problem through its SIGMA workshops and has significantly contributed to the quality of research produced nationwide. ●

## The Significance of

# SIGMA



## Urogynecology

# revolutionizing care

It was a crisp morning in late October 2013. 380 doctors sat huddled together in the Aga Khan Auditorium in Karachi, to witness a remarkable, first-of-its-kind surgery. Faces were agog with anticipation and notepads in hand, attendees were ready to jot down the essential components of this procedure.

Dr. Stephen Jeffery, a Specialist Obstetrician and Urogynecologist at Groote Schuur Hospital, University of Cape Town, had flown in to Karachi a day earlier. With almost 400 gynecologists, urologists and surgeons in town, this was the first time in Pakistan that a Laproscopic Abdominal Sacrohysteropexy was telecast live to an audience seated just a

few hundred feet away. Getz Pharma, since inception, has been at the forefront of creating awareness about diagnosis and disease management, current therapeutic updates and latest surgical procedures. In doing so, we believe that innovation is key; the same task, performed creatively, creates a lasting impact.

"Urogynecology, as a specialty did not exist in Pakistan before Getz Pharma introduced it; there was either urology or gynecology," says Dr. Imran Khalid, Director Marketing & Sales, SBU I at Getz Pharma. When Solifen (solifenacin) was launched, one of the issues was making the disease known to gynecologists and urologists separately. Slowly, consciousness is awakening amongst many and Getz Pharma is firmly on the road to revolutionizing the various specialties it operates in. ●

  
Solifen





# Success story Unipeg

MARKET  
SAVVY

After the successful launch of Pakistan's 1<sup>st</sup> biotech product "Insuget", Getz Pharma moved ahead with the launching of the 2<sup>nd</sup> biotech product "Unipeg" (pegylated interferon alfa-2a 180mcg), the superior biosimilar developed and tested in Europe.

The launch of "Unipeg" was not an ordinary undertaking. Being a biotechnical product, advanced knowledge of pegylation technology and vital acquaintance with biosimilars, coupled with heavy investments in research and development were required. Unipeg was slated to enter the market in direct competition with the two giant brands of pegylated interferon already present, namely Pegasys and Peg-Intron and little room for new entrants.

Firm in its decision, Getz Pharma entered the market with a well-positioned marketing strategy, focused on achieving its goal. With

proper guidance and cohesive teamwork we conducted various research projects and held numerous symposia to highlight the significance of pegylated interferon alfa-2a, Unipeg.

For the first time in the history of Pakistan's pharmaceutical industry, Getz Pharma conducted multi-centre trials for a biological product, across Pakistan and seminars across various regions in Asia. Even though they had been in a leading position, competing brands had never taken the initiative to conduct a much needed clinical trial in the country. After pioneering trials by Getz Pharma, other brands are now



trying to follow suit. In September 2010, we participated in APDW 2010 held in Kuala Lumpur, Malaysia. Getz Pharma organized an extraordinary Unipeg Satellite Symposium in APDW 2010 with 57 KOLs of Pakistan in the **International Gastrointestinal & Hepatology Forum (IGHF)**. Unipeg has participated in the PSG conference in May, 2010 and the PSSLD annual meeting, in December 2010, held at Karachi.

We owe the resounding success of Unipeg, to the visionary leadership of Senior Management, enthusiasm of the functional teams involved, the unyielding passion of the field force, and absolute devotion of every individual involved in this project. We now proclaim with pride that our state-of-the-art, biotechnical product "Unipeg", has become one of the largest selling pegylated interferon in Pakistan within six months of its launch, as per November 2010 IMS and is now the market leader after the withdrawal of Pegasys ●



## Birthdays 365 Days of the year!

WE  
CARE

As we grow older, birthday celebrations seem like a distant memory, along with the nostalgia of sharing birthday cakes, candles and greeting cards.

In today's fast paced world where we barely remember what we ate for breakfast, remembering birthdays would seem herculean. Of course, we can always count on a facebook reminder to drop a one liner on a friend's or colleague's birthday. Imagine an organization that makes a conscious effort to remember and celebrate each employee's birthday. It is difficult to fathom, right?

Getz Pharma is one such organization that goes the extra mile to ensure that employees are made to feel special on their birthdays. Fatima, a newly inducted employee, was thrilled when her father called her at work to inform her that Getz Pharma had sent her a birthday cake.

Gestures like these truly bring back the spirit of celebrating birthdays together with the family. No matter how old one is, moments like these make one feel special year after year.

We, at Getz Pharma value our employees, and celebrate at least one birthday, every day, three hundred and sixty five days a year. Here's to many more! ●





# A stitch in time

WE CARE

The year was 1965 and the country, despite having won the war, had suffered much. The victims of the war, destitute and disabled, had not much to call home. It was one woman's vision, Mrs. Akhtar Riazuddin, that laid the foundation of what we know today as the Behbud Foundation. Within the first seven years, Behbud Foundation evolved into a multi-functional, not-for-profit organization with the objective of working for the socio-economic empowerment of under-privileged people.

Today it prides itself on a trained staff involved in many facets of community development such as education, women's rights advocacy, microcredit, health improvement with special focus on mother and child, economic empowerment of women, adult literacy, resource development and training. Here skills are developed and futures are shaped. Young girls dare to dream and escape the stereotypes imposed on them since birth; dreams that are spun into reality. Within these doors the words 'economic empowerment' are not used merely as a catch phrase, it is visible in action. As times



change, and the needs of women and communities evolve, new programs and thus fundraising initiatives must be undertaken.

Even with Behbud's modest rates of expenditure, dependence on financial assistance exists in the form of the Behbud Trust where donors contribute generously. Getz Pharma, under its 'Change for Good' initiative, is extending its support to help make this situation better. This Trust, run exclusively by women, operates an all girls' school, medical facility and training centre for the welfare of under-privileged women and children.

Previously, Getz Pharma had taken the responsibility of revamping the auditorium at Behbud. In addition to this, one of the business units at Getz Pharma, has taken the approach towards printing its detail-aid brochures strictly on recycled paper. The cost differential between the commonly-used and recycled paper is contributed directly to the Behbud Trust.

For girls receiving vocational training at the Behbud Foundation, work and play often merge. Falak, who spends her morning in school and her afternoon stitching beautiful patch-work quilts and cushion-covers, claims she enjoys both just as much. Her math education helps in her designs and with every stitch she is inching towards a brighter tomorrow as for her, a stitch in time certainly saves nine. ●



## Healthy Goal!

Getz Pharma  
Supports  
the Sport

One of the major concerns that we face as a community is lack of physical activity. According to the Center for Disease Control and Prevention, the rate of obesity has doubled in the past 30 years, and a lack of physical activity plays a major role. Simply put, people are not getting enough exercise. This is a major reason why Getz Pharma's corporate social responsibility programmes supporting physical activity in Pakistan are increasing. Physical activity groomed through competitive sports can really change people's lives. Whether as a participant or spectator, people engage with sport in a manner that can make a huge difference to their health and lifestyle.

In the words of Mr. Nadeemuddin, from our Marketing and Sales department, "Physical and mental wellbeing plays an essential role in all aspects of life and what better way to ensure it, than a game of football. As it not only improves physical strength, but also inculcates qualities

like, strategic planning and team building." Football boosts confidence and gives a sense of achievement to the entire team.

The Korangi Balouch Football Club is a football association which was established with the objective to promote football by organizing tournaments for the less privileged youth. The Club encourages talented players by holding tournaments on a regular basis which comprises of sixty four competing teams. This helps the youth engage in productive activities and use their talent to promote athletics in the underprivileged segments of our society. Getz Pharma has supported the Korangi Balouch Football Club in organizing regular tournaments and championships, presenting sixty four teams overall.

In the words of one of the footballers, Mr. Rahim, "Whenever the tournament starts, the community at large gets involved. Different teams from various areas come together and compete for the championship. We strive to be the best and the sponsorship of Getz Pharma enables us to invest in new team uniforms, souvenirs and trophies and to keep the sport alive".

Last year, the Malir team won the championship and received souvenirs and cash prizes by Getz Pharma management who actively participated in motivating and cheering the teams throughout the tournament.

Mr. Hyder Balouch, Chairman Korangi Balouch Football Association, the main organizer of the tournament said, "These sorts of events bring peace and a sense of fulfillment to the community; team supporters are enthusiastic and come as spectators, from all ages and walks of life". They say that they enjoy the sport and it refreshes their minds. Now that's a healthy goal to achieve. ●





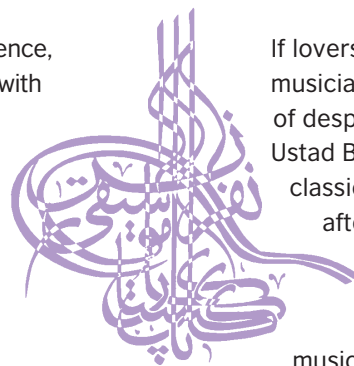


# Language of the Spirit

“Music is the language of the spirit. It opens the secret of life, bringing peace, abolishing strife.”  
— Kahlil Gibran



**A**t the time of independence, Pakistan was so beset with insurmountable social, economic and political problems that fine arts virtually remained neglected. History's largest migration of people had totally upset the equilibrium of the population, not only physically but also emotionally and psychologically. During such trying times, the arts could not get the attention of the people or the government. Music was neglected the most. With the sole exception of Radio Pakistan, not even a muffled sound of music was heard. The memory of live music concerts lingered on in the minds of a few.



If lovers of music had nostalgic memories, the musicians were totally frustrated. The height of despair was reflected in the decision of Ustad Bade Ghulam Ali Khan, a famous classical vocalist, to leave the country. Soon after, Roshan Ara Begum, another famous classical vocalist, announced that she was giving up “riaz” as no one seemed interested in listening to her music. Her announcement jolted concerned citizens into action. Accepting the challenge, they decided to find means to revive the seemingly lost, yet rich and glorious heritage of our classical music.

Fifty five years ago, on 15<sup>th</sup> September, 1959, these concerned citizens, met at the

famous Coffee House of Lahore and launched a voluntary organization under the title of the, ‘All Pakistan Music Conference’ (APMC).

The main objective of APMC is, to promote music and musicians by organizing concerts, conferences and festivals. The death of the arts is the death of life itself – to this end, Getz Pharma has taken the initiative, to contribute to this cause and promote musicians and music through the APMC. Music is indeed food for our souls, nourishment for our minds, and preservation of our cultural heritage.

Getz Pharma's support of the arts has been consistent, as it considers its role in developing a society to be critical.

Through Getz Pharma's support APMC, has produced eight CDs, with a total of over 9000 copies and has further committed to produce twelve more CDs. The revival of classical music, forms the core of our struggle, to reassert cultural and ethical values that characterize our country. Perhaps this is stated best, in the words of Ms. Shabana Yaqoob, when she says, “Classical music transports me to another world, where I am simultaneously relaxed, and yet feel energized and upbeat.” ●



## Knocking on, heaven's door

Unable to bear the rigors of childbirth due to low iron levels, Parveen's mother left behind six children, with Parveen as the eldest. This is the reality of maternal health in Pakistan.

**P**arveen is thirty two years old. At this age, Parveen's mother was cold in her grave. For the millions of women in this country fortunate enough to escape domestic violence, infanticide and malnutrition – death keeps knocking at their door. This is just the tip of the iceberg – research has indicated that if a mother passes away in childbirth, the chances of her infant's survival are also bleak. With the ever-burgeoning population, the problem is growing exponentially while contraception is still considered taboo.

Government and local bodies are taking steps to prevent this looming crisis; however, socially responsible companies, like Getz Pharma are doing their bit by going the extra mile.

Getz Pharma holds regular screening camps in coordination with major institutes across the country for its various specialties. These camps are often held in peripheral areas so as to benefit those who are unable to access hospitals in large cities. Parveen visited such a camp to discover that her iron levels were too low, after which she is now on regular iron supplements.

Similarly, Hepatitis B and C screening is being conducted on a large scale for almost the past decade. Mr. Rameez Aziz, Area Sales Manager at Getz Pharma says, “People come afoot from far and wide to these screening camps, often walking for miles and covered with dust. My job provides me with an opportunity to benefit these people and gives me a sense of immense personal satisfaction that is hard to describe.” Additionally, diabetes camps are held which not only screen patients but also provide detailed guidelines on managing the precarious disease. With great hope in these initiatives, Getz Pharma believes that “other Parveens” in the future will not suffer the tragic fate like their mother's faced in the past. ●





At Getz Pharma, we strongly believe that our employees are our lifeline, their health and wellbeing is our immediate priority. With the introduction of the, Getz Pharma Health Clinic and Emergency Room, countless life threatening emergencies are averted and like Sharif, countless lives have been saved. These are the lives of those, who are the only bread earners for their families.

The medical staff are fully trained and experienced in handling situations, like in a real CCU/trauma centre. The Health Clinic and Emergency Room is well equipped, with the latest wireless based ECG machine with printer, Nebulizer and Glucometer for blood glucose testing, Oxygen cylinder, Crash trolley having all life saving medicines, Automated External Defibrillator, in case of



# We save lives

WE CARE

Forty five year old Sharif, could feel his heart racing in his chest, he felt as if the earth slipped from right under his feet, he started losing all senses to his limbs, and his heart started sinking fast. The time was around 9:30 am, during the day shift hours at Getz Pharma manufacturing facility. His colleagues rushed him to the newly built 'Health Clinic and Emergency Room', equipped with state-of-the-art equipment, ready to combat any kind of medical emergency. He was immediately attended by the doctors, and he complained to them of chest pain and slight dyspnoea. While taking his vitals, his blood glucose level was 430mg /dl and his blood

pressure was on a higher side 200/130. His ECG revealed acute Myocardial Infarction. This was, the bell ringer for our doctor on call. He was given immediate first aid coronary syndrome protocol treatment, by maintaining an IV Line, along with 10 units of insulin, Oxygen Inhalation and Nitroglycerin (Isoket infusion). The ambulance arrived in twenty minutes and he was taken to the National Medical Centre, where he was admitted in ICU and remained in hospital care, for 7 days. Majid Ali, staff member at the ER, accompanied Sharif in the ambulance and was instrumental in keeping his vitals under constant monitoring. The following week upon Sharif's return to work, he mentioned that when he regained consciousness, he heard the doctor saying, "He is lucky, he received first aid on time, else he wouldn't have made it."

Dr. Mujahid Hameed and Dr. Javed Waheed, the lead supervisors of this 24 hour facility, are of the opinion that medical emergencies are inevitable, but can be kept at bay, by having regular medical checkups. Both doctors are senior physicians, with over 37 years of experience in clinical practice, as well as in managing medical emergency cases. They lead a team of qualified, paramedical staff, who work round the clock, covering both day and night shifts, twenty four hours a day, seven days a week.

He mentioned that when he regained consciousness, he heard the doctor saying: "He is lucky, he received first aid on time, else he wouldn't have made it."

cardiac arrest, Suction Machine, and an Ambu Bag for handling, any respiratory distress or cardiac arrest emergency.

Apart from emergency procedures, this facility is equipped for diagnosing, health assessment, treating conditions and systematic maintenance of medical records of all head office employees at Getz Pharma. This also includes regular periodic health screening. Getz Pharma is committed to providing excellence in health care facilities and ensuring the wellbeing of its employees for a better tomorrow. ●



### College of Physicians and Surgeons of Pakistan

Getz Pharma believes in giving back to the society at large. On the occasion of the Golden Jubilee of College of Physicians and Surgeons of Pakistan (CPSP), Getz Pharma formally contributed Rs.5 million, towards the purchase of medical simulators for their Surgical Skills and Education Laboratory. These innovative devices are used to teach not only basics, but also advanced surgical skills and techniques, to ensure procedural efficiency and to promote quality outcomes. Medical simulators detect potentially fatal errors before they occur and help train surgeons, before they work on patients. This provides a clear advantage over sole dependence on patient care, through reducing surgical complications and litigations.



### Institute of Business Administration

At a small, yet, impressive ceremony, at the Institute of Business Administration (IBA), Getz Pharma donated Rs.25 million to IBA, for promoting quality education in Pakistan. At the ceremony, Dr. Ishrat Husain, Dean and Director - IBA, and Mr. Khalid Mahmood, Managing Director and Chief Executive Officer - Getz Pharma, signed a Memorandum of Understanding (MoU). This was aimed at establishing a strategic partnership between the two institutions. This MOU was signed, to promote academic and applied research in the country and to support students, with financial needs, in their academic and professional pursuits.

Emphasizing the importance of this strategic agreement, Dr. Ishrat Husain said "I am delighted that one of Pakistan's indigenous companies has demonstrated, that they do not lag behind others in realizing their responsibilities towards society. We at IBA, deeply value Getz Pharma's generous gesture and would like to nominate Getz Pharma in the Board of Trustees, for the Friends of IBA Trust (FIBAT)."

Mr. Khalid Mahmood expressed his appreciation, to the IBA management and said, that 'Getz Pharma does not only engage in regional CSR practices, but works within its global CSR policy. This strategic collaboration, will provide a platform for students to carry out successful 'research based' projects, while promoting talented students from under resourced areas, through the National Talent Hunt Program. ●



Ghurki is a village in the outskirts of Lahore, Pakistan. It is located near the Wagah Border and has a population of 3500 people. Farhat and her husband Abdul Ghafoor, hail from this village and need to make frequent trips to Lahore to visit relatives and for other basic necessities. Last month, Abdul Ghafoor woke up in the middle of the night with intense pain on the left side of his chest, which later subsided. Their local doctor advised him to visit Punjab Institute of Cardiology, which is a 292-bed tertiary care hospital providing nationwide, comprehensive cardiac care services for the



Please have a

seat

last 18 years. More than 160,000 patients are annually examined at their Out Patient Department (OPD). It had become increasingly difficult to manage and house the large number of patients. As a result, Farhat and her husband, had to wait for four hours in the OPD, on their feet, before they could see their physician. Patients stream in and out all day and experience the same discomfort.

With the intervention of Getz Pharma, this situation has changed drastically. As part of it's 'CSR in Health care', Getz Pharma has donated several rows of comfortable chairs, much to the comfort of the patients and their visiting relatives. The business unit managing cardiology, has also made a significant impact at the National Institute of Cardiovascular Diseases, (NICVD) in Karachi, under the project titled 'NICVD Emergency Reception Uplift'. The refurbishment of the Emergency Department has certainly brought a positive impact, in the form of immediate relief to the patients, but also for the health care providers, as they face lesser infrastructural constraints. Through such initiatives, Getz Pharma continues to make a sustainable impact, in the lives of millions of Pakistanis every day – hopefully for generations to come. ●





# Eat together stay together

Lunch at work is not just a fuelling exercise. Humans need more than nutrition. A lunch break at the new cafeteria at Getz Pharma offers employees, just the right mix of nutrition and unwinding.

“What’s for lunch today?” is the most popular question in workplaces around lunch time.

At Getz Pharma, we know the value of investing in better ergonomics that fit the needs of employees. With the launch of the new cafeteria offering onsite lunch for 1200 employees daily, we reinforce our motto ‘we care for your health’.

The new cafeteria provides healthy, nutritious and hygienically prepared food by experienced chefs. It has been designed to cater to 300 employees at a time, with self service access to a three course meal.

Our chefs take pride in preparing extraordinary meals with the latest equipment, in a new expansive kitchen area. Making no compromise on food quality and hygiene, highly maintained cold storage systems have been included to keep food fresh and safe.

When asked for views on the new lunch experience, Mr. Nasir Tanvir from the Engineering department described it best, “We actually see people lift their heads up to see what’s coming in for lunch. That’s a way to draw people away from what can become a very monotonous workday”. Another colleague stated, “The new cafeteria has the right infrastructure that facilitates conversation, which is particularly important at the workplace, as we employees spend so many hours staring at computer screens”.

Friday is the most awaited day of the week, not just because it signals the weekend, but because scrumptious biryani is served on this day. Other favorites from the menu are, haleem, malai boti and nihari. With knowledge of such gastronomical delights awaiting us every day, the idea of breaking bread together leaves a pleasant aftertaste. ●



WE CARE

Competition makes us faster,  
collaboration makes us better!

“In today’s global economy, collaboration is key to building a connected, engaged, and sustainable organization.”

The workshop held in Thailand, between forty five Getz Pharma employees, pertaining to different functions within the organization.

The objective of the workshop was to provide a corporate framework of guidelines, standard policies & standard operating procedures, for all functional areas of the organization; (Human Resources, Supply Chain, Finance, Business Development and Regulatory Management)

The objective of GPISR, was to develop synergy between the country teams and head office support functions and align systems and processes, that enables the country team to manage their operation smoothly. This could only have been possible, once everyone came together under one roof.

## Strategy for the future

Synchronization is the coordination events to operate any system in unison. That’s how we at Getz Pharma operate in all of the functions within the countries we operate in.

The most important added value, of a full-fledged high performance organization, like Getz Pharma, operating in over 22 countries, is the organizational and individual harmony throughout the organization. A synchronization of the phases of strategic planning processes and policies, ensures the organization understands and stands uniform in its ideology.

Integrated performance management furthermore assures that the corporate strategy is known and understood, at a departmental level across functions in the organization. It is the best way of making sure that a departmental strategy contributes to the corporate goals and objectives. The event itself was a signature example of what teams can create when they collaborate.

It’s a one voice message that is created at all levels within the organization, which ensures efficient and effective work structures. This was the key focus of the Getz Pharma International Strategic Retreat workshop better known as GPISR.

During the event, a participant shared his thoughts “Workshops like these, with an integrated and synchronized approach, across functions and countries, in an adequate manner, will provide Getz Pharma, with the necessary clout for effectively implementing its strategy into planned results”.

The teams collaborated to discuss and understand obstacles and challenges faced at different levels and evaluated alternative solutions to streamline all the functional operations.

The brain storming session rejuvenated and inculcated new ideas, to work out core strategies of the company, based on our vision and mission. The adaptation and implementation of the key initiatives helped achieve our unified goals and directed us in a coherent manner.

One of the participants during an activity stated “While customer collaboration and employee collaboration do solve very different and unique problems; employee collaboration, has tremendous value to our customers. Employees are able to provide a better experience and superior support, by being able to tap into internal expert information, and resources, which can be used to help customers.”

The GPISR concluded with everyone leaving with a clear strategy for the future and an action plan, to streamline goals towards a better collaborative effort, as they say, collaboration can make the world, a better place. ●



WE’VE BEEN BUSY





Tick, tick, tick,  
bing! It is 12:30pm,  
time for the  
fun to begin!

# Irritated? Work-out

**M**ichelle excitedly grabs her fitness gear and dashes to the Getz Pharma Fitness Club; it is time for the **Dance Aerobics** class. under the slogan, “We care for your health”, Getz Pharma has introduced the ‘Getz Pharma Fitness Club’.

With the state-of-the-art equipment and technology, colourful ambience, lively music and certified trainers, the Getz Pharma Fitness Club says it all, “**Look Good, Feel Good, Get into Shape – All the Time Every Time**”. It has been popular amongst the Getz Pharma employees, ever since its exciting launch

in 2012, and even more so, now with the **Dance Aerobics** classes, during the lunch hours.

“**Irritated? work it out**” states Mehwish, the aerobics trainer. Employees appreciate this initiative, which serves as a great stress reliever and helps reduce irritation and anxiety. Dance Aerobics, improve the immune system, help with weight loss and muscle gain, while keeping blood sugar and cholesterol levels in check.

Getz Pharma encourages its employees to lead a healthy lifestyle, that helps reduce stress. ●

## Body Combat improves Stamina

The freshly introduced **Body Combat** classes are becoming increasingly popular amongst our employees.

Dr. Omar Javed explained, “With a tough and energizing routine, the Body Combat classes, focus not only on reducing one’s body fat percentage, but also improves stamina and body posture.” These fitness programs, help employees stay in shape. The benefits are phenomenal as they impact overall wellness, productivity and stress management.

With a trained team to ensure all members reach their fitness goals, Getz Pharma delivers to its commitment “We Care For Your Health”. ●



WE'VE BEEN BUSY





# Getz Pharma Talent Academy

Getz Pharma is known as the fastest growing company in the pharmaceutical industry of Pakistan. Its intense marketing strategies, technological advancements and innovative systems are not the only key drivers, of its success. Its employees are! Getz Pharma employees, are the most crucial element for its success and they are passionate, because of the continuous “Learning and Development” culture that is prevalent.



We take pride in the ‘Getz Pharma Talent Academy’. The Academy is committed to designing customized training programs for all employment levels, aligned with our business needs locally & globally. The year 2013 witnessed over 89527 training hours, conducted for our employees.

Getz Pharma Talent Academy’s mission, is to develop a culture, that everyone wants to be part of. Our aim is to ensure that all our people are groomed in their respective roles and grow personally as well as professionally, to take on increased responsibilities as future leaders. ‘Talent retention’ is an organizational goal, where we endeavor to be seen as the ‘organization of choice’ by external professionals as well as our own employees; making them want to work with Getz Pharma.

With an immediate focus on Marketing and Sales, we aim to develop a ‘world class’ sales force and acquire greater confidence and resourcefulness in solving complex business problems. For new recruits we have a highly extensive and structured New Induction Training program. This is a comprehensive two week training program for all new

Territory Managers, covering core subjects like Anatomy, Physiology and Disease Areas. Knowledge on Getz Pharma products and competitor products is also a mandatory training course. It helps improve the product knowledge, selling skills and detailing practice, of our sales force. The ‘Induction Program’ has been especially designed as a week long program, to update the sales teams on our corporate business, philosophy, culture and standards. During this training, they are orientated on our policies and practices with some emphasis on products and selling skills.

Another very effective and popular program is our Leadership in Business Management program for senior managers. Apart from the ongoing curricular activities in our Talent Academy, workshops have been introduced at all employment levels, which include:



Leadership Development Workshop, Business Communication and English Enhancement, Leadership Application Workshop and International Product Management Workshop amongst others.

Accountability of efforts cannot be ignored, and our annual and mid-year assessments are a regimented part of the Talent Academy. These assessments have been formulated to evaluate the working knowledge of our sales force – almost 1826 Territory Managers and Area Sales Managers, appear simultaneously in the assessment, at 22 different stations across the country from Karachi to Mingora. Now that is some talent. ●





Women as  
Transformational  
Leaders-Living  
Empowered!!

Empowering

# Women Together

A woman is the full circle. Within her is the power to create, nurture and transform.” – Diane Mariechild. Research has found that women have an edge over men, when it comes to expressing their emotions and perceiving the emotions of those around them. Additionally, research provided by the United Nations

has shown that businesses that promote women empowerment and gender equality are more profitable. As more businesses take part in gender equality initiatives and see their revenue increase as a result, the case for empowering women in the workplace, is likely to become a more recognized goal.



Getz Pharma, on the same wavelength, believes in creating equal opportunities in the workplace for both men and women. The empowerment of women, gender diversity and inclusion in all aspects are encouraged within the organization. The women at Getz Pharma, are proud to have added significant value in various functions, not just with numbers, but with the depiction of positive behaviours and attitudes. Given their dual roles as homemakers and career oriented women, they aim to strive for success in leadership roles both, personally and professionally.

Getz Pharma acknowledges and celebrates the contributions and achievements of its female work force at various forums and Women's Day, is one such occasion which is celebrated every year in high spirits. Last year, we invited mainstream leaders of the industry, to enlighten our women on various means of combating the challenges faced by the woman of today. These inspirational and interactive discussions, made our women cognizant of the power that lies within each one of them and how they can utilize it in the best way to achieve success in life.

Our female colleagues gathered for an entire day to share their stories and experiences, while recognizing

their achievements and the contributions made by inspiring women leaders all over the world. They enjoyed the informal discussion with the panel of motivational speakers who opened the forum for



the female audience to bring forth their experiences.

Getz Pharma not only believes in empowering its female employees, but also encourages deserving and talented women of the society. We had invited 'Hunar Banai Zindagi', an NGO that works for women's welfare, to set up handmade embroidered fabric stalls at the Women's Day event. The event reached a thrilling end with the launch of '10 points – Women Empowerment', where shields were distributed among the participants. ●

# Together



## Getz Pharma 'Employee Day Out'

**G**etz Pharma employees are the lifeline of the organization and their families provide support towards every employee of Getz Pharma.

Getz Pharma hosts an 'Employee Day Out', by arranging an event, where all employees and their families are invited. These get togethers help motivate the employees and also bridges the gap between work and home.

The event began with a lot of excitement at the Arena Club. Getz Pharma employees, with their families were all set to explore the countless surprises, of this fun-filled day.

The 'Kids Fun Gala' with the ongoing magic shows and competitions were liked by many participants.

It was a great day to remember, as the families with tired yet happy children went back with their faces painted and their tiny hands full of goodies, that they had won during the day.



Each year, Getz Pharma creates this opportunity for the employees and their families to bond which in turn, makes them relate better to the organization's culture and the different colleagues; they undoubtedly hear so much about, from their loved ones.

With events like these, Getz Pharma's employees, come together as a family, sharing food and fun times together, under one roof. ●

## AWARDS

Getz Pharma has received two prestigious awards for the year 2013, in two very different categories. These awards, are a reflection of an agile and passionate team at Getz Pharma. Their achievement was based on the vision, that the company set for itself.

**FPCCI  
Award**

### Success has no boundaries

*"Because disease knows no boundaries our commitment is worldwide"-™*

Keeping true to its commitment, Getz Pharma has achieved, what few organizations in Pakistan, have managed. In just eighteen years, Getz Pharma has expanded its business, beyond borders and has become a global player.

Getz Pharma, is the third largest pharmaceutical company and the largest branded generic company of Pakistan. It has received a distinction, of being the leading exporter of pharmaceuticals from Pakistan, making it the proud recipient of the FPCCI award for the highest export performance in the pharmaceutical sector, from the President and the Prime Minister of Pakistan, for the eighth, consecutive year, from 2006 to 2013.



**HSP**  
competition  
**2013**

### Marking its eighth year as the Highest Exporter of Pharmaceuticals in Pakistan

Every product that Getz Pharma produces and exports to over 22 countries around the world, is manufactured and packed at its state-of-the-art, manufacturing facility and is tested at the WHO Pre-qualified Quality Control Laboratory in Karachi, Pakistan.

Getz Pharma is rated as the fastest growing pharmaceutical company, in most of the countries it operates in. To remain competitive and to stay on the cutting edge of productivity and quality; Getz Pharma is continuously investing in state-of-the-art technology, systems, facilities and people. In the past four years, Getz Pharma has invested over five billion rupees in the upgrading and expansion of its plant, HVAC systems and facilities, making it the highest investor of the pharmaceutical sector in the country. This has resulted in the ability to produce world class pharmaceutical solutions. ●

**"People who cannot sustain trees, will soon live in a world that will not sustain people"** – Bryce Nelson

Getz Pharma is committed to supporting the preservation of our environment, be it through focusing on safe technology, Go-Green initiatives, planting trees, or by making its facility a smoke free zone. By doing our bit, we continue to contribute towards our commitment **"Protecting Environment. Protecting Life."**

This year Getz Pharma received the first position in the Industrial Theme Garden Competition (Japanese Garden) and the second position for "Spot Beautification" for their very own Getz Pharma Roundabout by the Horticultural Society of Pakistan. ●