

Sāls LETTER

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 Information and tips for pharmaceutical executives
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“Attempt easy tasks as if they were difficult, and difficult as if they were easy; in the one case that confidence may not fall asleep, in the other that it may not be dismayed.” Baltasar Gracian

First Generic Version Of Xeloda Approved To Treat Colorectal Or Breast Cancers

The first generic version of the oral chemotherapy drug Xeloda (capecitabine) has been approved by the U.S. Food and Drug Administration to treat cancers of the colon/rectum or breast, the agency said in a news release. This year (2013), an estimated 142,820 people will be diagnosed with cancer of the colon/rectum, and 50,830 are predicted to die from the disease, the FDA said, citing the U.S. National Cancer Institute. An estimated 232,340 women will be diagnosed with cancer of the breast this year, and some 39,620 will die from it.

The most common side effects of the drug are diarrhea, vomiting; pain, redness, swelling or sores in the mouth; fever and infection, the FDA said. The agency stressed that approved generics have the same high quality and strength as their brand-name counterparts. License to produce the generic drug was given to Israel-based Teva Pharmaceuticals. The brand name drug is produced by the Swiss pharma firm Roche.

FDA Approves Clinolipid for Intravenous Nutrition

The U.S. Food and Drug Administration approved Clinolipid (lipid injectable emulsion, USP) for intravenous feeding (parenteral nutrition) in adult patients, providing a source of calories and essential fatty acids for adult patients who are

unable to eat or drink. Clinolipid was granted a priority review to help alleviate a drug shortage.

Clinolipid is a lipid emulsion that contains a mixture of refined olive oil and refined soybean oil. The fatty acids contained in Clinolipid serve as an important source of energy in patients receiving parenteral nutrition. The omega-3: omega-6 fatty acid ratio in Clinolipid has not been shown to improve clinical outcomes compared to other lipid emulsion products.

Vitamin D Supplements Ineffective In Preventing Osteoporosis

Taking vitamin D supplements does not improve bone mineral density at the total hip, spine, forearm, or in the body as a whole, a large meta-analysis involving more than 4000 healthy adults published in *The Lancet* has found. With close to half of adults aged 50 and older using vitamin D supplements, the authors conclude that continuing widespread use of these supplements to prevent osteoporosis in healthy adults is needless.

“Most healthy adults do not need vitamin D supplements”, explains study leader Professor Ian Reid from the University of Auckland in New Zealand. “Our data suggest that the targeting of low-dose vitamin D supplements only to individuals who are likely to be deficient could free up substantial resources that could be better used elsewhere in healthcare.”

What may be done at any time will be done at no time - Scottish Proverb

FDA Approves New Brintellix (Vortioxetine) to Treat Major Depressive Disorder

The U.S. Food and Drug Administration approved Brintellix (vortioxetine) to treat adults with major depressive disorder.

Major depressive disorder (MDD), commonly referred to as depression, is a mental disorder characterized by mood changes and other symptoms that interfere with a person's ability to work, sleep, study, eat and enjoy once-pleasurable activities. Episodes of depression often recur throughout a person's lifetime, although some may experience a single occurrence. Other signs and symptoms of MDD include loss of interest in usual activities, significant change in weight or appetite, insomnia or excessive sleeping (hypersomnia), restlessness/pacing (psychomotor agitation), increased fatigue, feelings of guilt or worthlessness, slowed thinking or impaired concentration, and suicide attempts or thoughts of suicide. Not all people with MDD experience the same symptoms.

Six clinical studies in which adults with MDD were randomly assigned to receive Brintellix or placebo demonstrated that Brintellix is effective in treating depression. An additional study showed Brintellix decreased the likelihood of participants becoming depressed again after treatment of their MDD episode. These studies were conducted in the United States and other countries.

The Rubaiyat

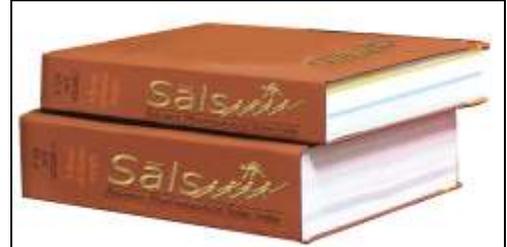
Omar Khayyem

And David's Lips are lockt; but in divine
High-piping Pehlevi, with "Wine! Wine! Wine!
Red Wine!" - the Nightingale cries to the Rose
That sallow Cheek of hers to incarnadine.

Come, fill the Cup, and in the Fire of Spring
Your Winter-garment of Repentance fling :
The Bird of Time has but a little way
To flutter - and the Bird is on the Wing.

Sāls

(Pakistan Pharmaceutical Sales Index)



❖ Sāls Informatics

There are 83 reasons to subscribe Sāls Informatics and there are 51 reasons to prefer it over its multinational competitor. It gives you content (generic ingredient) analysis which is not available in the competitive products.

❖ Sāls Viewer

The software version of the Sāls Informatics is Sāls Viewer. In addition to all the data of Sāls Informatics, it has data for the last two years. Such a version is not available with our multinational competitor.

❖ Sāls Dynamics.

This is a software product that gives you 317 options to analyze your data from different angles and with different combinations. Its user friendly attributes are better than the multinational competitor.

Seven Steps to Staying Motivated

1. Set a goal and visualize it down to the most minute detail.
2. Make a list of the reasons you want to accomplish the goal.
3. Break the goal down into smaller pieces and set intermediary targets – and rewards.
4. Have a strategy, but be prepared to change course.
5. Get the help you need - Seek opportunities to work with people who energize you.
6. Pre-determine how you will deal with flagging motivation.
7. Continually check in with your reasons for carrying on.

How To Get That Raise

Asking for and getting raise isn't easy. TIPS: Find out your market value. How: Look at employment ads. Call competitor. Search for relevant magazine articles-or talk to head hunters. Ask assertively not aggressively. Avoid "or Else" threats. Reason: you'll be able to save face if your raise is denied, acknowledge possible objections. This approach will reduce the ammunition your boss can use against you. Just be careful not to provide the boss with unbeatable arguments. Request a specific increase. Ask your boss to get back to you within a specified time. Build your request upon performance. Avoid reasoning such as "I haven't had a raise for long time" or "I need to buy a new car". Provide evidence of your accomplishments. Document your reasons. Bargain for other benefits. Practice your request / Reason: YOU'LL APPEAR MORE CONFIDENT during the real thing.

Medicine And Travel

When you are travelling. Keep your medication with you at all time -never in a suitcase. Checked bags run the risk of being lost, and the temperature in aeroplane cargo holds may be below freezing, possibly harming the prescription. If the

medication needs to be refrigerated, use a cooler or ice pack. Don't use dry ice—it could freeze the medication in their original containers

Decision-Making

See if you fit one of these decision-making styles: **1. Obsessors.** These are perfectionists who hem and haw over every detail and tend to forget the big picture. Essentially, they are afraid to fail. **Tip:** Set a deadline for yourself. Decide to decide by a certain date. **Also:** keep in mind that you can't guarantee the outcomes of any decision ----no matter how many facts you have. **2. Wafflers.** These are folks who stall and stall while they seesaw between options. They ask lots of people for advice ----and never take any of it. Their problem: They never learned how to make informed decisions. What to do: Jot down the pros, cons and consequence on paper. You'll sharpen your focus. **3. Passive ponderers.** These people seldom make a decision – until the problems erupt. **Tip:** Come up with a worst case scenario and what you'll do if it occurs. This will assure you that you'll survive no matter how you decide. **4. Second guessers.** These are people who worry about how their decisions will affect those around them. If their decision fail, they blame themselves. **What to do:** Make sure the decision meets your needs and those of the job you have to do. And never blame yourself if a decision goes sour. **5. Cocky choosers.** These are folks who make hasty decisions and never look back. They're not worried about consequences. **Tip:** Keep a diary of your decisions and acknowledge those that didn't work.

Getting someone on the phone

If you need to get past the gatekeeper when trying to reach a prospect on the phone, try these suggestions. **1. Get the gatekeeper's name** and use it throughout the conversation. **2. Ask for help:** "I've been asked to contact the marketing department and I don't know the company as well as you do. Who would be the best person to talk to?" **3. Ask:** "when's a good time to reach this person?" If the person you're talking to doesn't

know, chances are good you'll be referred to the prospect's secretary, who can probably answer the question.

Be Yourself, but Carefully

We've all heard of (or experienced) the "boss from hell." But that's just one form that incivility in the workplace can take. Rudeness on the job is surprisingly common, and it's on the rise. Whether it involves overt bullying or subtle acts of thoughtlessness, incivility takes a toll. It erodes productivity, chips away at morale, leads employees to quit, and damages customer relationships. Dealing with its aftermath can soak up weeks of managerial attention and time. Over the past 14 years the authors have conducted interviews with and collected data from more than 14,000 people throughout the United States and Canada in order to track the prevalence, types, causes, costs, and cures of incivility at work. They suggest several steps leaders can take to counter rudeness. Managers should start with themselves – monitoring their own behavior, asking for feedback on it, and making sure that their actions are a model for others. When it comes to managing the organization, leaders should hire with civility in mind, teach it on the job, create group norms, reward good behavior, and penalize bad behavior. Lest consistent civility seem an extravagance, the authors caution that just one habitually offensive employee critically positioned in an organization can cost millions in lost employees, lost customers, and lost productivity.

Disagreement

Follow these tips the next time you find yourself arguing with a difficult person: **1. Don't interrupt.** If you want the chance to express yourself, show that you're listening intently to the other person. You can demand courtesy on return if you first extend it. **2. Pause before** responding. Answering too quickly signals that you haven't weighed the message and feelings. **3. Be calm, correct** and clear. Don't intimidate with force or threats. Don't cloud

your point with unnecessary language. Remember: If you take too much time to make your point, your opponent will become defensive and stop listening. **4. Use a mediator** if necessary. That person can prohibit interruptions, encourage listening, maintain calm, correct misstatement, clarify messages and watch the clock.

Knowing The Future

The future is not unknowable. But it is different from anything suggested by banal extrapolation. The companies that can see it and understand it are not those that are better at predicting but those that are better at imagining. Where does this kind of corporate imagination come from? Five years ago you could have easily convinced any of the major IT companies that computers and consumer electronics were fated to come together. But only one company Apple, puts it, "The future was predictable, but hardly anyone predicted it. In the 1970s, while he was still at Xerox, the same man created something called "dynobook". Twenty years later that became the Apple powerbook. The same Xerox team developed the laser printer, the first personal computer, the first portable computer. But Xerox said, "We are a copier company, and we are not interested." So others saw it and others exploited it. Insight into the future does not come from looking at what is already there... the existing trends... and then extrapolating them. The starting point is to think deeply about the discontinuities that will affect your industry, the drivers that might change the industry's structure to your advantage. Two things are important here... to see the subject through a wider angle lens, and to devote sufficient time to it.

Teach Yourself to Think Globally

Managers with cross-cultural expertise are in high demand these days. Fortunately, you don't need to have extensive international experience or speak multiple languages to acquire a global outlook. Here are three ways to broaden your perspective:

- **Observe.** Cultivate a curiosity about how places operate. Ask foreign colleagues lots of questions, and don't assume you know the answers.
- **Study.** Formal education—in world history, economics, politics, and international business—helps you broaden your perspective. But informal study is important, too: Read international literature, take in foreign films, and so on.
- **Open your mind.** Understand the importance of bringing out the best in people, regardless of where they hail from or what languages they speak. Respect and explore other cultures, welcome new experiences, and seize opportunities to work with people of other nationalities.

Winners and Losers

Good for presentation to your sales force.

1. A **loser** believes in “fate”; a **winner** believes that we make our fate by what we do, or fail to do.
2. A **loser** feels cheated if he gives more than he gets; a **winner** feels that he is simply building up credit for the future.
3. A **loser** becomes bitter when he's behind, and careless when he's ahead; a **winner** keeps his equilibrium no matter which position he happens to find himself in.
4. A **loser** fawns on the powerful and snubs the weak; a **winner** acts the same towards those who can be helpful, and those who can be of no help.
5. A **loser** hopes for a miracle before anything has been tried; a **winner** hopes for a miracle after everything else has failed.

Don'ts At Table

1. Don't devour the last mouthful of soup, the last fragment of bread, the last morsel of food. It is not expected that your plate should be sent away cleansed by your gastronomic exertions. 2. Don't

leave your knife and fork on your plate when you send it for a second supply. 3. Don't reject bits of bone, or other substances, by spitting them back into the plate. Quietly eject them upon your fork, holding it to your lips, and then place them on the plate. Fruit-stones may be removed by the fingers. 4. Don't stretch across another's plate in order to reach anything. 5. Don't apply to your neighbor to pass articles when the servant is at hand. 6. Don't finger articles. 7. Don't play with your napkin, or your goblet, or your fork, or with anything.

Confronting Morale Problems

Employee morale today tends to suffer for a variety of reasons. Here are some problems we believe can and should be confronted without spending much money : 1. **Identify** rigid managers, who can make employees' lives miserable. Suggestions : a) **Have** them work with other managers who have gained employees' respect and confidence. b) **Send** them to seminars to teach them how to deal with people. Many become managers without any preparation. c) **Encourage** them to become active in community affairs, where they must use tact and diplomacy. 2. **Realize** that some workers with more than 20 years experience may begin to lack interests in their job, according to one study. Show special concern for these folks... let them know they continue to be counted on for ideas and for nurturing the growth of newer colleagues. 3. **Take** careful note of younger, less educated workers, who tend to be cynical, according to a Boston University study. To combat this “us versus them” attitude : a) **Be** receptive to ideas that are inconsistent with yours and that of top management. Encourage these workers to generate ideas that may violate the status quo... but improve the organization. b) **Present** information to them in a factual way, so it's not seen as a propaganda. 4. **Confront** the problem of young bosses managing older employees. How : a) **Communicate** to young managers that adverse reactions are not to be taken personally. b) **Make** sure these managers convey a sense of competence and confidence. 5. **Be** aware that creative people need special attention. Some ways : a) **Free** them from unnecessary details. b) **Let** them know they

are valued and their ideas are sought. **c) Go easy** on criticism... especially in the early stage of project. **6. Watch** for signs of burnouts... a tendency to blame others, increased use of profanity and self pity, dietary extremes, handwriting deterioration, a self imposed increase in working hours. What to do : **a) Get** the employees to verbalize their frustrations. Listen and question. **b) For** managers, get them to take an extended weekend every months.

Wise Men's Wisdom

"The best way to predict the future is to create it." – **Peter Drucker**. "When everything seems to be going against you, remember that the airplane takes off against the wind, not with it." – **Henry Ford**. "Get Every great man, every successful man, no matter what the field of endeavor, has known the magic that lies in these words: every adversity has the seed of an equivalent or greater benefit." – **W. Clement Stone**. "Opportunity is missed by most people because it is dressed in overalls and looks like work." – **Thomas Edison**. "Get action. Seize the moment. Man was never intended to become an oyster." – **Theodore Roosevelt**.

Be a Work-Life Role Model

Everyone struggles to find the right balance between work and life. As a manager, how you personally handle this challenge influences your team members. They are looking to you for signs of what they can and should do. Here is how you can set a good example:

- **Be open.** Talk candidly about your own challenges and strategies for fitting together your work, family, and personal life. Let your employees see you as more than just a person

who works.

- **Appreciate others as whole people.** Respect the fact that everyone you work with has a life beyond work. Encourage people to talk about their non-work activities with colleagues.
- **Be willing to experiment.** Ask people about what would help improve their ability to achieve work results while also increasing their well-being beyond work. When employees are involved in designing and implementing solutions, they're more committed to making them work.

Cost Consciousness

Pharmaceutical companies have traditionally used a smorgasbord approach to marketing, resorting to media that range from single page humorous journal ads to sophisticated and highly technical speaker programs and continuing medical education seminars. In this mix promotional dinner meetings have long provided a successful (and when done properly, ethical) format for product promotion, usually returning five dollars for every dollar spent on the program. Now our industry has entered a new era of cost consciousness where we must do more with less. Using the shotgun approach to marketing is wasteful; instead, we must examine what works, what works with what type of doctor, and most important, how we can best utilize our even more precious promotional assets.

PharmaGuide Mobile Application

- **PharmaGuide** in smartphones
- Offline application: No Internet connection needed
- Good for the sales force

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