

BLUE CROSS NEWS

WORLD CLASS QUALITY MEDICINES AT AFFORDABLE PRICES

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A Focus on the Future – Excel CTP Range Launched!

The incidence of Hypertension, Diabetes and Hypercholesterolemia is increasing in epidemic proportions – being as high as 25% in adult Indians (in both rural and urban areas).

Moreover, the age for getting affected by Cardiac and Diabetic ailments has come down over the years, from the early 40's to the



Excel CTP is launched at HO.

early 30's. Thus, Physicians and GPs are being flooded with Hypertensive and Diabetic patients. As a result, the Indian market for Cardiac and Diabetic products has more than doubled during the last four years.

In such a dynamic and favorable scenario, the active promotion of Chronic Therapy Products (CTP) Range of products through both our Divisions will help us focus on and convert all PCP Doctors, introduce new products and grab a higher market share.

Effective January 1, 2013, five important Chronic Therapy Products – LIPONORM, XSTAN, BLUMETA, K-MET and K-GEM – have been launched by the Excel Division.



The entire Excel field team was trained on these products in the first week of 2013, to enable them to effectively promote the same, achieve 100% doctor conversion and build up high volume sales.

Hearty Congratulations



Hearty congratulations to Mr. Amrit Parachure, Dy. G.M. – Sales, who has been promoted as G.M. – Sales Operations, Excel, based at Mumbai.



The CTP Pledge is taken in Nasik.



The CTP Launch Meet in Vijayawada.



A cake is cut at the launch in Varanasi.

People Initiatives



A seminar on 'Leading a Meaningful Life' was conducted by Guruji Shubhvilas Das from ISKCOM, on December 10, 2012.



◀ A Movie Club called 'Reflections' has been started at the PC Office. The first movie to be screened by the Club was 'Ek Ruka Hua Faisla'. A discussion on the movie followed.

A Focus on the Mediclaim Policy



A training programme on 'Business Communication' was conducted by Mr. Aftab Iqbal on December 22, 2012, at the PC Office. He focused on skills for personal effectiveness and enhanced communication, conflict management and techniques for effective verbal and non-verbal communication.

A representative from New India Assurance conducted a session on the Mediclaim Policy at the PC Office in October 2012. The features of the Mediclaim Policy were covered and a few salient points for claiming Mediclaim are given below:

- Whenever there is a hospitalization, intimation about the same has to be given



Ms. Surabhi Mittal, Director - Human Resources, introduces the program.



Representatives from New India Assurance and the TTK Team conduct the session on the Mediclaim Policy.

within 5 days from the date of admission of the patient.

- The claim papers have to be sent to the Blue Cross Head Office within 21 days of the date of discharge from the hospital/nursing home.
- OPD basis claims are not payable.

Performance Awards



Mr. P. Sreekumar, GM – Sales Operations, Mr. L. Stanislaus, ZM and Mr. A. R. Chidambaram, RM, present Performance Awards for the Year to Mr. N. Arulvaidivan, TM, Erode (above left), Mr. Thirunavukkarsu, ABM (center) and Mr. Gokul Raja S., ABM (right).



Mr. T.S. Devraj, RM, Trichy, presents a Sales Performance Award to Mr. P. Arul Jothi, ABM, Villupuram (at left) and to Mr. R. Ravichandran, TM, Cudalore (at right).



Conference Participation

An eye-catching stall displaying a range of Blue Cross products was put up at

the annual national conference of the Indian academy of Pediatrics, Nagpur, which was held at Hotel Center Point. This conference was attended by around 250 doctors from

around India, who expressed appreciation of the company's products as well as of the arrangements made for this event. Mr. B Jayaram, Sr. RM, was among the Blue Cross team members present.



The attractive Blue Cross product display at MAPCON in Sangli, received a good response from around 485 physicians.

Mr. Sunil Mohite SRM (BC), Mr. Vinayak Patole, ABM, Mr. Rizwan Kadegavkar, TM, Mr. Girish Harge RM (XL), Mr. Dhanaji Koli, TM and Mr. Vijay Sawant, ABM, were present from Blue Cross. They are seen with visiting doctors.



Blue Cross made its presence felt at the GP Conference in Nepal. The company's attractive stall, displaying a range of products, was visited by a large number of conference delegates.

Blue Cross made its presence felt at the East Zone PEDICON. Leading Pediatricians Dr. P. N. Madhukar and Dr. Sailesh are seen with Mr. Ramesh Kumar Shukla, DZM, Ranchi.



A comprehensive product display was put up by the Blue Cross team at APICON – 2012 in Kurnool. Seen from left: Mr. M.A. Alikhan, RM; Mr. R. Shivaprasad, RM; Mr. R. Reddy, SE; Mr. K. Muniswamy, SE; and Mr. J. Prakashrao, SE.



Blue Cross put up a comprehensive product display at JASCON 12, held in November in Ranchi. The stall was manned by Mr. Ramesh Shukla, DZM, Ranchi, Mr. Dhananjay Kumar, SE and Mr. Kamlesh Kumar Giri, SE.

Disease Detection Camps

... in Andhra Pradesh



A DDC was organised in Anantapur, Tirupati Zone, by Mr. K. Peddanna, SE, in conjunction with Dr. K. Bhaskar Rao.

... in Maharashtra



A DDC was conducted in Khopoli, on November 9, 2012.

... in Uttar Pradesh



A DDC was held in Siddharth Nagar, Uttar Pradesh, by Mr. Pankaj Pandey RM, Mr. Ranjan Srivastav RM and Mr. Papu Kumar Yadav, ABM, in conjunction with Dr. Nitin Poddar, MD.

... in Gujarat



Mr. Jignesh Kansagra, TM, Mr. Paresh Chotaliya, SE, Mr. Sachin Mamtora ABM and Mr. Niranjana Dasani, RM, conducted a DDC in Rajkot, in conjunction with Dr. Himanshu Jagani.

... in Karnataka



A DDC was recently held in Gulbarga. Seen at the event from left are Mr. Sharanabasappa, SRM, Dr. S. S. Kudi, Dr. Prashant E.D., Mr. Shambulingayya, SRM and Mr. Mallikarjun Kamani, ABM.



A DDC was held in Siddharth Nagar, on November 14, 2012, in conjunction with Dr. S.N. Mishra.

... in Kerala



A DDC was organized at Malappuram, Kerala, in November 2012, by Mr. C. Rajesh, RM – Tirur and Mr. K. Ashok Kumar, ABM – Malappuram, in conjunction with Dr. R. Ranjith.



A Mega DDC was organized at Nallalam, near Calicut, in November 2012, by Mr. V.M. Haridas, Sr. RM and Mr. N. Anand, ABM, in conjunction with Dr. Afzal. The camp was attended by 740 patients.



A DDC was held in Gorakhpur by Mr. Pankaj Pandey, RM, in conjunction with Dr. Nitin Poddar, MD.



A DDC was organised in Gorakhpur by Mr. Mukesh Kumar Rai, ABM, in conjunction with Dr. S.A. Khan.

"Strength does not come from winning. It is struggle that helps you to develop more strength. When you go through hardships and decide not to surrender, that is real strength."

Arnold Schwarzenegger

Children's Day Celebrations Countrywide

Children's Day, on November 14, 2012, was enthusiastically celebrated by Blue Cross teams around the country...



Mr. Ramkrishna, RM and Mr. Bapurao Kendre, Sr. RM, organized Children's Day celebrations in Nizamabad, in association with Dr. Amith Suryavanshi.



Children's Day celebrations were organized at Sri Shashikala Children's Hospital in Jagtial by Mr. Mohammed Ahmeduddin, RM and Mr. P. Ramu, SP, in association with Dr. Shashikanth Reddy.



Mr. Chetan Prajapati, PDO, organized Children's Day celebrations in Mehsana, in association with Dr. Gopalbhai Patel.



Mr. Nirav Bhat, RM (at far right) and Mr. Vishal Babariya, SE (at left), organized Children's Day celebrations in Surat, in association with Dr. Mahesh.



Children's Day celebrations were organized at Dr. Samir Khan's DCH Hospital by Mr. Santosh Gaikwad, RM and Mr. Ashpak Bhagwan, SE.



Children's Day celebrations were organized in Junagadh by Mr. Piyush Trivedi, RM and Mr. Sachin, SE. The latter is seen in the picture with Dr. Vipul.



Children's Day celebrations were organized in Latur by Mr. Vikas Bachute, RM and Mr. Rajkumar Wagmode, ABM, in association with Dr. Vinod Swami.



Children's Day celebrations were organized by the Belgaum team at Dr. Kale's clinic.



In Bijnor, Children's Day celebrations were organized by Mr. Sandeep Kumar, ABM, at Dr. Nagraj's clinic.



◀ Mr. Yogendra Singh, ABM, organised Children's Day celebrations at Dr. Vijay Singh's clinic in Bijnor.

Children's Day celebrations were also organized in Tirupati. ▶



◀ Mr. Sam Revival, RM and Mr. G. Maheshwar, TM, organised Children's Day celebrations in association with Dr. Preethi, in Hyderabad. Mr. Revival also organised celebrations at Dr. S.E. Susheel Kumar's clinic in Hyderabad, along with Mr. R. Somaiah, TM.



◀ Mr. Niranjan Dasani, RM, and Mr. Sachin Mamtura, ABM organised Children's Day celebrations at Dr. Nayan Kalawadiya's clinic in Rajkot. Mr. Dasani, RM also organised celebrations at Dr. Mehul Mitra's clinic in Rajkot, along with Mr. Paresh Chotalia, SE.



◀ Attractive banners were put up by Mr. N. Daru, RM, at Dr. Shreya's Shah's clinic in Baroda; by Mr. J. Sreenivas, TM, at Parvati Children's Hospital; and by Mr. Santosh Kanhere, RM, Mumbai.

MEFTAL-SPAS School Health Campaigns



◀ A MEFTAL-SPAS School Health Campaign was organized by Mr. Gokul Bagal, SE, at Janata Vidyalay in Nasik. Dr. Chetna Choudhury is seen counseling young girls on 'Female Health Hygiene'.

▶ A MEFTAL-SPAS School Health Campaign was organized by Mr. Vishal Mehta, RM, at Sunit Engineering College, Surat. He is seen with staff members of the college.



Training Time



◀ A CME (Continuous Medical Education) program was sponsored for ENT surgeons of Haryana State. It was organized in Karnal by Mr. Satish Kr. Mehta, ABM and Atul Panwar, SE, and conducted by Dr. V.K. Aggarwal.

▶ A BC/BCL training program was held in Mumbai, from October 12-20, 2012.



HEALTH IS WEALTH: Building Strong Bones

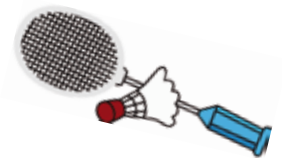
As we age, our bones become thinner and lose their density. But there are steps we can take to halt the "thinning" of our bones and strengthen them:

Eat calcium-rich foods: These foods include dairy products, soy milk, almonds, and dry fruits such as figs.



Add some Vitamin D to your day: Vitamin D helps the body absorb calcium. Sunlight is a good source of Vitamin D. Just 10 minutes of sunlight a day on bare arms and your face can cut your risk of bone fractures by a third.

Start doing weight-bearing exercises: Such exercises 'load' or compress bones, thus strengthening them. Among these exercises are stair climbing, brisk walking, dancing and a game of badminton.



Watch Your Stress Levels: High levels of stress make the body produce the hormone cortisol, which causes bone loss, increasing the risk of osteoporosis. Yoga, cooking, walking the dog or listening to music can help bust stress.

Ditch the sodas and soft drinks. Diets high in carbonated beverages, such as colas and other soft drinks, are associated with significant decreases in bone mineral density.

Warm Birthday Wishes



On behalf of the Blue Cross team, Mr. B.G. Barve, Jr. MD., presented Mr. N.H. Irsani, Chairman, with a birthday bouquet on October 30, 2012.

CTP DGM in Kuppam



A CTP DGM was recently conducted at PES Medical College, Kuppam. The event witnessed good attendance.

Events in Uttar Pradesh



A GP Meet was held at Latwa Bazar in Kushinagar, U.P. Mr. Umesh Pratap Singh, ZM, is seen presenting a prize to the winning doctor in a contest held during the Meet.



A CME was organised in Latwa, Uttar Pradesh, by Mr. Umesh Pratap Singh, ZM – Lucknow, Mr. Ranjan Srivastav, RM – Gokakhpur and Mr. Rajnish Srivastav, ABM – Padrauna.

"A goal is a dream with a deadline."

- Napoleon Hill

Meerut CFA Celebrates Three Decades



The Meerut CFA recently celebrated 30 years of service. Mr. R. Mahadevan, G.M. – Distribution, presided as Chief Guest.

Achievements Recognised

Yearly Achievement Award (Silver medals) was presented to Kathmandu team members for their performance in 2011-12.



Ahish Jonchhe, ABM



Bivek Raj Bhandari, ABM



N. P. Ghimire, ABM



Yadav Rimal, SRM

Moving Upwards & Onwards!

Congratulations to the following colleagues on their recent promotions:

Mumbai

Mr. Amrit Parchure as General Manager
- Sales Operations, Excel

Nasik

Ms. Jyotsna S. Kumbhare as Asst.
Manager - Systems

Field

As ZM

Mr. Bhagawant Kudalkar, Kolhapur

As Sr. RM

Mr. Gaurav Gulati, Faridabad

As RM

Mr. A Vijay Kumar, Hyderabad
Mr. Deep Narayan Misra, Lucknow
Mr. Virendra Nagar, Bhopal
Mr. Ankit Jhanjhari, Indore
Ms. Joyce George, Trichur

As ABM

Mr. Kapil Maurya, Jaunpur
Mr. Satya Prakash Tiwari, Allahabad
Mr. Pradip Kadiya, Himmatnagar
Mr. Sanjesh Kumar, Katihar
Mr. Prathish Pious, Ernakulam

Mr. Faiz Ahmed, Beed
Mr. Vijay Sawant, Sangli
Mr. Jilan Basha Shaik, Cuddapah
Mr. Vikram Pruthi, Kurukshehra

As TM

Mr. Arunav Pankaj, Begusarai
Mr. Prabhash Kumar, Khagaria
Mr. Rambhushan Kr. Sinha, Gopalganj
Mr. P. Rambhupal Reddy, Kurnool
Mr. Ambujakhya Hota, Jamshedpur
Mr. Samir Amin Mole, Sangli
Mr. D. Rammohan, Jagtial

Congratulations to Our Long Servers

25 Years

Mr. M.L. Babu, Tirunelvel
Ms. Manisha A. Mahant, Nasik

20 Years

Ms. Jennifer Lewis, Mumbai
Mr. Manish M. Mungi, Nasik



Ms. Jennifer Lewis receives her 20-year Service Award from Mr. N.H. Israni, Chairman.

15 Years

Mr. Rajanish Chaudhary, Meerut
Mr. Shankar Singh Sisodiya, Ujjain
Mr. Chandrashekhar A. Tamboli, Nasik
Mr. P.A. Vankumar Naik, Goa
Mr. Vasudeo Mangeshkar, Goa
Mr. Nilesh Sail, Goa

10 Years

Mr. M. Thirunavukkarasu, Pollachi
Mr. Sanjay Kumar Verma, Indore

Mr. Sajith Kumar S., Ernakulam
Mr. Sohan R. Desarda, Aurangabad
Mr. V.M. Haridas, Calicut
Mr. Ajithkumar K.K., Kottayam

5 Years

Mr. Pradip Kumar Bhagat, Godda
Mr. G Pradeep Kumar, Nirmal
Mr. Antony K. J., Karunagappally
Mr. Zahir Lajiyani, Bhuj
Mr. V. C. Biju, Cannannore
Mr. Bhaskar Munde, Adilabad
Mr. Mukhtar Ahmed Ansari, Dhulia
Mr. Mohd. Abdul Azeem, Mehboobnagar
Mr. M. Jayababu, Chennai
Mr. Anoop Kumar Tandon, Gonda
Mr. Aftab Hussain Zaidi, Delhi (S)
Mr. Prashant Kokate, Mumbai
Mr. Umeshchandra Jadhav, Nasik
Mr. Prashant Pedneka, Goa

Top Tips for More Effective Time Management

Do you feel exhausted by the end of the day? Does your "to do" list seem endless?



The following tips can help.

- 1. Take time out to prioritise:** Spend a few minutes on prioritizing your activities for the day. Referring to this list through the day will help you manage your projects and stay in control.
- 2. Stop driving yourself NUTS:** Nagging Unfinished Tasks (NUTs) can easily affect your attitude and productivity. When an action item stays on your 'to do' list for several days, make a special effort to get it done.
- 3. Find out what works for you.** There are many time management tools available. Some people prefer date books or calendars, others prefer software applications or programs. Try out several and then settle on the one that works best for you.
- 4 Give yourself a break.** If you find yourself frequently exhausted or working late into the evening, remember to pace yourself through the day. Schedule small breaks or rewards to add a little balance to your workday.
- 5. Stay on track.** In today's fast-paced, demanding workplace it's easy to get sidetracked. Keep your priority action items in mind throughout the day. When an unexpected but urgent task crops up, take a moment to reprioritize your list.

Celebration Time

The Blue Cross team tried to spread more light during the 'festival of light' through employees donations from the Diya Competition to Plants & Animal Welfare Society (PAWS).



Send in articles and suggestions for Blue Cross News, addressed to Mr. Santosh Shetty, Asst. Manager-HR, to reach by February 28, 2013.