

# BLUE CROSS NEWS

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*We wish all members of the Blue Cross family  
Happy New Year 2022*

## December 2021 – Sales Progress Continues...

**Congratulations on the continued sales progress in December 2021!**



The calendar year has ended with a good performance! Let us recommit ourselves to ensure that the **next year starts on an even stronger note!** With Omicron rearing its head up in India, people are more conscious of their health and this means more patients consulting Doctors and thus more opportunity for us to reach the benefit of our **World Class Quality Products & Significant Affordability** to more and more people.

**Happy New Year and all the best for a stronger sales performance in January 2022!**

## A Novel Anti Diabetic with Multiple Benefits

**W**e take pleasure in announcing launch of the most awaited brand in BC division Diabiz - the latest antidiabetic to improve our share in the fast growing Indian Diabetic Market. Blue Cross is committed to providing all products with the Best Quality at Affordable Prices. We will continue the same tradition by launching Diabiz as India's most affordable Dapagliflozin brand.

Diabiz contains Dapagliflozin, indicated in the management of Type-II Diabetes as monotherapy or in combination with other antidiabetics.

Dapagliflozin in Diabiz Tabs is accepted by Consultants and GPs as an effective Antidiabetic. Diabiz presents an excellent opportunity for us to generate good volume of sales with our Doctor-trusted World Class Quality, Most Affordable Price & Wide Coverage of GPs and Physicians across India. Let us wish our BC division for successful launch of the most awaited **Omepren** range across India.



## Sunshine Vitamin.... A Predictor Of Future Health

**V**itamin D deficiency is a common worldwide issue, especially with the elderly and increases the risk of developing many age-related diseases.

Traditionally, the role of vitamin D focussed on the maintenance of skeletal health in the elderly but with extensive research, vitamin D has been shown to impact the nervous system, the cardiovascular system, hormones, overall brain health, etc.

Research has indicated an association between low levels of vitamin D and diseases associated with aging like osteoporosis, heart disease, hypertension, type 2 diabetes, cancer, depression and overall decline in brain health.



Vitamin D is naturally present in oily fish such as cod liver oil, swordfish, and salmon and, fortified in products such as milk and orange juice, and available as vitamin D2 and D3 supplements.

### NUTRITIONAL TIPS FOR VITAMIN INTAKE?

Vitamin D is the only nutrient your body produces when exposed to sunlight but there are certain foods that are rich in vitamin D. These are egg yolks, fish like salmon and canned tuna, fortified mushrooms, fortified cow's milk, soy milk, orange juice, yoghurt, cereals and oatmeal.

However, this may not be enough to maintain normal levels of the vitamin in the body and hence vitamin D supplements are usually recommended.

### WHAT ARE THE FREQUENTLY ASKED QUESTIONS ABOUT VITAMIN D?

#### Which is the type of vitamin D supplement that one should take?

Most supplements contain vitamin D3, also known as cholecalciferol which increases blood levels a little better than vitamin D2.

Although Vitamin D supplements are usually taken daily, they also come in higher doses, which may be prescribed for weekly or even monthly dosing.

#### Does one need to monitor their vitamin D levels?

Monitoring of vitamin D levels is necessary as it has been shown that these levels are an indicator of overall current as well as future health.

#### What should the normal vitamin D levels be?

The Institute of Medicine believes a blood level of 20-40 ng/ml should be adequate.

If one takes a daily vitamin D supplement as recommended, it is highly unlikely to have a vitamin D level that is too low or too high.

#### If one spends a lot of time outdoors, do they still need a vitamin D supplement?

For the skin to synthesize vitamin D, exposure to UV radiation is required. This type of radiation usually gets scattered in the air and it is also affected by the geographical location, season and the time of the day. (You probably won't get much UVB radiation to synthesize vitamin D if you are out in the early morning or later afternoon).

Thus, even if you are getting enough vitamin D through sunlight or diet, taking a supplement of 1000 IU is unlikely to raise your vitamin D levels to a problematic range.

#### Will vitamin D prevent dementia, cancer, osteoporosis, diabetes or cardiovascular diseases?

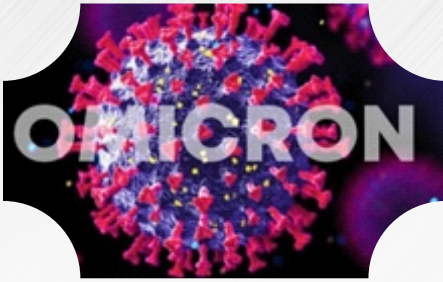
It is possible that low vitamin D levels might be a factor in developing certain diseases and maintaining normal levels of vitamin D may prevent age-related ailments, but that is only one of the factors responsible.

However, it is still important to maintain adequate vitamin D levels and try and rule out one of the factors that may be responsible for the progression of these diseases.

**Vitamin D deficiency is associated with a negative impact on general health and is predictive of a higher mortality risk. Monitoring and maintaining adequate vitamin D levels are a predictor of the future health and overall well-being.**



## Omicron Variant: B.1.1.529 'a New Chapter In The Covid 19 Pandemic'?



First case of B.1.1.529 a variant was reported in South Africa in the month of November 2021 which was named Omicron by WHO.

Around 80 countries (including India) have reported this strain.

The Omicron variant has undergone several mutations (up to 50) out of which 30 occurred at spike protein which is responsible for viral attachment to the host cell. It is speculated this variant may replace the delta variant as it is 6 times more transmissible. It is also observed that this variant is infecting vaccinated and earlier infected population as well (*immune escape*), however the symptoms in these patients are mild. People who are vaccinated are likely to have a much lower risk of severe disease from Omicron infection.

Although omicron is likely to be highly transmissible & the preliminary indications suggest that it is spreading rapidly against a backdrop of ongoing delta-variant transmission and high levels of natural immunity to the delta variant. If this trend continues, omicron is anticipated to displace delta as the dominant variant.

The common associated symptoms with Omicron

infection are fever, cough, tiredness, congestion and runny nose. Though majority of cases are showing mild symptoms, more data needs to be gathered to understand the severity of infection at this point of time.

Globally cases are rapidly rising and health care facilities may be soon overwhelmed.

It has spread to 89 countries and till date India has reported >200 omicron cases out of which 54 cases have been found in Maharashtra and 22 in Mumbai. Third wave is likely to arrive early next year in India (*speculative*), however it should be milder than second wave due to large scale immunity present in the country now.

Technical Advisory Board is discussing advantages of administering the booster dose and may come up with appropriate guidelines soon. Even with a booster, protection against severe disease from Omicron may be around 80-85.9%, compared to around 97% for Delta variant.

A combination prevention approach of vaccination and public health measures is expected to remain an effective strategy. Thus, we shouldn't let our guard down and keep following covid appropriate behavior. This is the time to avoid non-essential travel, mass gatherings and it is very important to observe low-intensity festivities.

## Early Detection.. Early Management !!

Every 14th of the month is observed as Blue Cross Diabetes Days where NPDCs (New Patient Detection Camp) are conducted all over India to detect New Diabetic patients. If Diabetic patients are detected early, Doctors can advise changes in the patient's lifestyle &

treatment can be initiated early. Early management of Diabetes can lead to better Quality of Life. These patients also benefit from Affordable Diabetic Medicines by Blue Cross prescribed during camps.





## Events @ BLUECROSS



Head of Departments @Goa Plant undergoing training aiming for zero accidents at work place. Training session conducted by Mr Jaydeep Lengade Consultant, ISO Certification 14001:2018 on Occupational Health & Safety.



Continuing with the Safety Working Culture. Emergency Evacuation Drill conducted in Goa Plant on 18 Dec. 2021.

## Long Servers Felicitated

**30 years**

**Dnyaneshwar Mali**



**25 years**

**Nilesh Magar**

**Shantaram Gharate**



**Nitin Patil**

**Kishor Dharmadhikari**



**15 years**

**Pratap Dugge**

**10 years**

Bappy Dutta  
Rahul M Yeotkar  
Ashish N Oza  
Sanjeev Kumar

**5 years**

Mohammed Elias  
Munshi Rafikbhai  
Kesani Amaranath  
Jiji Thyagarajan

**❁ Congrats on  
Your Promotion ❁**

**Dy. Director Production (OS)**

Pratap Dugge

**Dy. Manager Sales Admin**

Anil Kumar Yadav

**Territory Manager**

Firoz Badshah Sayyed  
Ankit Kumar Panchal  
Gopal Dattatray Walekar  
Chole Govind Rao

**Area Business Manager**

Kopparthi Santhosh Kumar  
Gooda Anil  
Santosh Ghumare  
Swagat Kumar Behera  
Shaik Zikriya



In a creative game titled "Playing Secret Santa" Blue Cross team members at Corporate Office were invited to contact the HR team and pick the name of a colleague that would like to play Santa to. They were then invited to bring a nicely wrapped gift and drop it into "Santa's Bag" kept in the HR Department. The HR team thereafter ensured that the gift reached the right recipient-thus spreading a lot of in-house good cheer.

**Mumbai Office**



**Goa Factory**



## Did You Know? TIPS TO CONTROL HIGH BP



**Give 30 minutes to your body:-** Engage in Aerobic Physical activity for at least 30 min daily. Walking, Jogging, Cycling, Swimming, Dancing are the best exercises for lowering BP.



**Be Nicotine-free:-** Quit smoking. Smoking causes an immediate but temporary increase in your blood pressure and an increase in your heart rate.